CONTRACT FOR USE OF TRANSFORMER IN EXCHANGE FOR MARKETING SPONSORSHIP

Contract No. 06-11-223

THIS CONTRACT is made and entered into by and between THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY, ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT, hereinafter referred to as "Nashville Electric Service" or "NES," and GAYLORD ENTERTAINMENT, 1 Gaylord Drive, Nashville, TN 37214, hereinafter referred to as "Contractor."

WHEREAS, Contractor is in need of the use of a transformer owned by NES; and

WHEREAS, Contractor proposed that NES allow them to utilize said transformer in return for marketing sponsorship of the 2006-2009 Country Christmas Lighting Ceremony; and

WHEREAS, NES accepted Contractor's proposal;

NOW, THEREFORE, in consideration of the premises, the mutual promises and obligations of the parties, the parties agree and contract as follows:

1. TERMS AND CONDITIONS

The term of this contract shall be for a period of three (3) years, beginning on the 1st day of January 2007, and ending on the 31st day of December 2009. During the contract term, Contractor agrees to the marketing terms as outlined in their proposal and in return NES agrees to provide free use of the NES services/transformer as set forth in the proposal. All services shall be rendered in accordance with the contract and Contractor's proposal, all of which are hereby incorporated and made a part of this contract as if copied verbatim herein. All hospitality packages, as discussed in Contractor's proposal, are subject to advance reservation and availability. The use of NES' transformer is not subject to the availability of said hospitality packages.

2. SCOPE OF CONTRACT

Contractor agrees to do and perform the necessary work and to carry out its obligations in a good, proper, and workmanlike manner in accordance with the contract and Contractor's proposal. In return, NES agrees to allow free use of the NES services/transformer during the term of this contract. Along with providing the use of the NES services/transformer, NES will be responsible for the maintenance, upkeep, and replacement of the said Transformer. If a situation arises in which a replacement Transformer is needed, NES shall provide Contractor with a replacement Transformer in a timely and reasonable manner.

Elements of Contractor's Proposal include, but are not limited to the following:

NES Marketing Elements provided by Gaylord Opryland Resort in exchange for use of Transformer.

Marketing Exposure

Approval for all marketing and media creative (creative being defined as the graphic design and layout of marketing and media materials) provided by Gaylord to NES either in hard copy or in an electronic file via email will be provided by NES within 2 business days of the receipt of such

creative. The Parties acknowledge that there may be some urgent circumstances where creative must be approved in less than 2 business days in which case Gaylord will inform NES of this need and NES will make best efforts to review this creative and provide revisions or approval as soon as possible. If NES does not provide such approval in the following circumstances: a) within 2 business days after receipt of creative or b) by a specific deadline that is less than 2 business days in the case of urgent circumstances and this need has been communicated to NES, then Gaylord shall have the right to approve such creative on NES' behalf. NES acknowledges that once a piece of creative is approved by them, if this same creative is used in other Event marketing or media elements Gaylord can provide final approval without further review of this creative by NES.

Opening Ceremony
- Signage on the main lighting ceremony stage (2)
- A recognition announcement as the presenting sponsor of the Lighting Ceremony from the PA during the ceremonies
- An NES representative present and acknowledged on stage
- Logo included on VIP ceremony invitation
- Logo on "lighting switch"

Event Marketing Exposure
- Web-site logo and link inclusion for six (6) months
- Email Blast inclusion for two (2) months
- NES logo on signage inside the Hotel for three (3) days prior to the ceremony for a total of six (6) signs

Hospitality Package
- 15 Invitations to the VIP Country Christmas Opening night ceremony; each valid for two
- 10 Tickets to ICE! At Gaylord Opryland
- 8 Rounds of Golf at Gaylord Springs Golf Links

Proposed Trade Value:
- Total Sponsorship Value: $9,605
- Lease Value of Transformer: $5,760 per year (estimate)
- Total 3 year contract value: $17,280
- Total 3 year lease value of Transformer: $15,660)

3. TERMINATION

Either party may, for its convenience, terminate this contract in whole or in part upon thirty (30) days' written notice. If either party fails to fulfill contract terms, they will have three days to correct or remedy; if not, either party may terminate this contract upon three (3) days notice.

4. NONDISCRIMINATORY EMPLOYMENT PRACTICES AND STATEMENT OF ABSENCE OF CONFLICT OF INTEREST

Contractor makes oath that its employment standards meet all local, state, and federal laws prohibiting discriminatory employment practices, and that neither the mayor, city councilmen, members of the Electric Power Board, nor any other Metropolitan Government official has direct or indirect interest in this contract as set forth in the Contractor/Vendor Affidavit, which is on file in the NES Procurement Department. If Contractor subcontracts with

any person or firm to perform any services or provide any materials under this contract in excess of $10,000, Contractor shall obtain a "Statement of Absence of Conflict of Interest" from subcontractors and vendors. Said form shall be filed with NES' procurement manager within fifteen (15) days after the date the subcontractor is chosen.

Contractor assures that it will comply with pertinent statutes, and such rules as are promulgated to assure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or handicap, be excluded from participating in any activity conducted with or benefited from NES or the Metropolitan Government.

5. NON-ASSIGNMENT

The contract cannot be delegated, transferred, assigned, or subcontracted without the prior written consent of NES, which consent shall provide that it is subject to all the terms and conditions of this contract.

6. MODIFICATIONS OR AMENDMENTS

None of the terms and conditions contained in this contract may be added, modified, superseded, or otherwise altered, except in a document signed by authorized representatives of both parties. All services rendered shall be deemed to be only upon the terms and conditions contained in this contract, notwithstanding any terms and conditions that may be added orally between the parties.

7. LEGAL COMPLIANCE

Contractor agrees to comply with all laws, regulations, licensing requirements, ordinances, or statutes pertaining to the work to be performed hereunder, and to be and remain solely responsible for the compliance therewith by its employees, agents, servants and/or subcontractors.

8. LIMITATION OF LIABLITY

NES is a governmental entity, as defined by § 29-20-102 of the Tennessee Code and has elected to be self-insured under the Governmental Tort Liability Act, as provided by TCA § 29-20-401. NES has adopted the limits for tort liability set out in the act and agrees to hold Contractor harmless for all tort actions and claims incurred as a result of NES' negligence up to the limits provided by the act. NES will plead and rely on its sovereign immunity for all claims in excess of the limits provided by the act.

Each party's liability to the other party pursuant to this contract shall not include any indirect, special, or consequential damages under any tort, including negligence, contract, strict liability or other legal or equitable theory (regardless of whether a party has been advised of the possibility of or could have foreseen such damages). The limitation of liability provided under this paragraph shall not apply with respect to the willful misconduct or gross negligence of a party. This paragraph shall survive termination of this contract.

9. INDULGENCES

No waiver shall be implied or effective unless it is in writing and is signed by the party asserted to have granted that waiver, regardless of any failure or delay to exercise, or single, partial, or prior excuse of any right, remedy, power, or privilege under this contract.

10. CONTINGENT FEES

Contractor hereby represents that it has not been retained or has not retained any persons to solicit or secure a Metropolitan Government contract upon an agreement or understanding for a contingent commission, percentage, or brokerage fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business. Breach of the provisions of this paragraph is, in addition to a breach of this contract, a breach of ethical standards which may result in civil or criminal sanctions and/or debarment or suspension from being a contractor or subcontractor under Metropolitan Government contracts.

11. USE OF MARKS

It is expressly acknowledged that the parties are independent contractors and that a partnership, agency or joint venture relationship is not created hereby. Each party agrees that it shall not use the names, trademarks, service marks, copyrights, call letters, trade names or photographs of the other party for any purpose, except as provided for in this Agreement, without the express prior written consent of the subject party, such consent to be required for each proposed use and each use to be accompanied by the appropriate trademark, service mark, copyright, or other designation required by the owner of such property. All such uses shall terminate immediately upon termination of this Agreement.

12. GRATUITIES AND KICKBACKS

It shall be a breach of ethical standards for any person to offer, give, or agree to give any employee or former employee, or for any employee or former employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement of a contract or subcontract or to any solicitation or proposal therefore. It shall be a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of a subcontractor under a contract with the prime contractor or higher tier subcontractor, or a person associated therewith, as an inducement for the award of a subcontract or order. Breach of the provisions of this paragraph is, in addition to a breach of this contract, a breach of ethical standards which may result in civil or criminal sanctions and/or debarment or suspension from being a contractor or subcontractor under Metropolitan Government contracts.

13. PRIOR UNDERSTANDING

This contract, together with the contract documents, contains all of the agreements, understandings, representations, conditions, warranties, and covenants made between the parties hereto. Neither party shall be liable for any representations not made a part of this contract.

14. INDEPENDENT CONTRACTOR

It is expressly agreed and understood that Contractor is an independent contractor. Neither Contractor nor its employees or agents are employees of NES. Contractor shall be solely

responsible for the acts and conduct of its employees or subcontractors and shall retain all authority over its employees, agents, and subcontractors.

15. PARAGRAPH HEADINGS

The paragraph headings are for convenience only and shall not be resorted to for interpretation of this contract.

Executed in duplicate, each executed instrument to be considered as the original for all purposes.

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT

ATTEST:

Secretary

By _____
President & CEO

Date 12-13-2006

Approved as to form & legality:

By _____
General Counsel

Date 12-7-06

CONTRACTOR

GAYLORD ENTERTAINMENT

Signed _____

Name (Print) DAVID J. OCHSNER

Title V.P. STRATEGIC ALLIANCES

Date 03/26/2007

CONTRACT FOR USE OF TRANSFORMER IN EXCHANGE FOR MARKETING SPONSORSHIP

Contract No. 10-11-048

THIS CONTRACT is made and entered into by and between THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY, ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT, hereinafter referred to as "Nashville Electric Service" or "NES," and GAYLORD ENTERTAINMENT, 1 Gaylord Drive, Nashville, TN 37214, hereinafter referred to as "Contractor."

WHEREAS, Contractor is in need of the use of a transformer owned by NES; and

WHEREAS, Contractor proposed that NES allow them to utilize said transformer in return for marketing sponsorship of the 2006-2009 Country Christmas Lighting Ceremony; and

WHEREAS, NES accepted Contractor's proposal;

NOW, THEREFORE, in consideration of the premises, the mutual promises and obligations of the parties, the parties agree and contract as follows:

1. TERMS AND CONDITIONS

The term of this contract shall be for a period of three (3) years, beginning on the 1st day of January 2010, and ending on the 31st day of December 2012. During the contract term, Contractor agrees to the marketing terms as outlined in their proposal and in return NES agrees to provide free use of the NES services/transformer as set forth in the proposal. All services shall be rendered in accordance with the contract and Contractor's proposal, all of which are hereby incorporated and made a part of this contract as if copied verbatim herein. All hospitality packages, as discussed in Contractor's proposal, are subject to advance reservation and availability. The use of NES' transformer is not subject to the availability of said hospitality packages.

2. SCOPE OF CONTRACT

Contractor agrees to do and perform the necessary work and to carry out its obligations in a good, proper, and workmanlike manner in accordance with the contract and Contractor's proposal. In return, NES agrees to allow free use of the NES services/transformer during the term of this contract. Along with providing the use of the NES services/transformer, NES will be responsible for the maintenance, upkeep, and replacement of the said Transformer. If a situation arises in which a replacement Transformer is needed, NES shall provide Contractor with a replacement Transformer in a timely and reasonable manner.

Elements of Contractor's Proposal include, but are not limited to the following:

NES Marketing Elements provided by Gaylord Opryland Resort in exchange for use of Transformer.

Marketing Exposure

Approval for all marketing and media creative (creative being defined as the graphic design and layout of marketing and media materials) provided by Gaylord to NES either in hard copy or in an electronic file via email will be provided by NES within 2 business days of the receipt of such creative. The Parties acknowledge that there may be some urgent circumstances where creative must be approved in less than 2 business days in which case Gaylord will inform NES of this

need and NES will make best efforts to review this creative and provide revisions or approval as soon as possible. If NES does not provide such approval in the following circumstances: a) within 2 business days after receipt of creative or b) by a specific deadline that is less than 2 business days in the case of urgent circumstances and this need has been communicated to NES, then Gaylord shall have the right to approve such creative on NES' behalf. NES acknowledges that once a piece of creative is approved by them, if this same creative is used in other Event marketing or media elements Gaylord can provide final approval without further review of this creative by NES.

Opening Ceremony
- Signage near the main lighting ceremony stage (2)
- A recognition announcement as the presenting sponsor of the Lighting Ceremony from the PA during the ceremonies
- An NES representative present and acknowledged on stage
- Logo included on VIP ceremony invitation
- Logo on "lighting switch"

Event Marketing Exposure
- Web-site logo and link inclusion for three (3) months
- Email Blast inclusion in four (4) e-mail blasts
- NES logo on signage inside the Hotel for three (3) days prior to the ceremony for a total of three (3) signs

Hospitality Package
- 20 Radio City Christmas Spectacular Opening Night tickets
 20 ICE! at Gaylord Opryland Opening Night tickets
- 20 Tickets to ICE! At Gaylord Opryland
- 8 Rounds of Golf at Gaylord Springs Golf Links

Proposed Trade Value:
- Total Sponsorship Value: $9,605
- Lease Value of Transformer: $6,120 per year (estimate)
- Total 3 year contract value: $17,280
- Total 3 year lease value of Transformer: $18,360

3. TERMINATION

Either party may, for its convenience, terminate this contract in whole or in part upon thirty (30) days' written notice. If either party fails to fulfill contract terms, they will have three days to correct or remedy; if not, either party may terminate this contract upon three (3) days notice.

4. NONDISCRIMINATORY EMPLOYMENT PRACTICES AND STATEMENT OF ABSENCE OF CONFLICT OF INTEREST

Contractor makes oath that its employment standards meet all local, state, and federal laws prohibiting discriminatory employment practices, and that neither the mayor, city councilmen, members of the Electric Power Board, nor any other Metropolitan Government official has direct or indirect interest in this contract as set forth in the Contractor/Vendor Affidavit, which is on file in the NES Procurement Department. If Contractor subcontracts with any person or firm to perform any services or provide any materials under this contract in excess

of $10,000, Contractor shall obtain a "Statement of Absence of Conflict of Interest" from subcontractors and vendors. Said form shall be filed with NES' procurement manager within fifteen (15) days after the date the subcontractor is chosen.

Contractor assures that it will comply with pertinent statutes, and such rules as are promulgated to assure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or handicap, be excluded from participating in any activity conducted with or benefited from NES or the Metropolitan Government.

5. **NON-ASSIGNMENT**

The contract cannot be delegated, transferred, assigned, or subcontracted without the prior written consent of NES, which consent shall provide that it is subject to all the terms and conditions of this contract.

6. **MODIFICATIONS OR AMENDMENTS**

None of the terms and conditions contained in this contract may be added, modified, superseded, or otherwise altered, except in a document signed by authorized representatives of both parties. All services rendered shall be deemed to be only upon the terms and conditions contained in this contract, notwithstanding any terms and conditions that may be added orally between the parties.

7. **LEGAL COMPLIANCE**

Contractor agrees to comply with all laws, regulations, licensing requirements, ordinances, or statutes pertaining to the work to be performed hereunder, and to be and remain solely responsible for the compliance therewith by its employees, agents, servants and/or subcontractors.

8. **LIMITATION OF LIABLITY**

NES is a governmental entity, as defined by § 29-20-102 of the Tennessee Code and has elected to be self-insured under the Governmental Tort Liability Act, as provided by TCA § 29-20-401. NES has adopted the limits for tort liability set out in the act and agrees to hold Contractor harmless for all tort actions and claims incurred as a result of NES' negligence up to the limits provided by the act. NES will plead and rely on its sovereign immunity for all claims in excess of the limits provided by the act.

Each party's liability to the other party pursuant to this contract shall not include any indirect, special, or consequential damages under any tort, including negligence, contract, strict liability or other legal or equitable theory (regardless of whether a party has been advised of the possibility of or could have foreseen such damages). The limitation of liability provided under this paragraph shall not apply with respect to the willful misconduct or gross negligence of a party. This paragraph shall survive termination of this contract.

9. **INDULGENCES** No waiver shall be implied or effective unless it is in writing and is signed by the party asserted to have granted that waiver, regardless of any failure or delay to exercise, or single, partial, or prior excuse of any right, remedy, power, or privilege under this contract.

10. CONTINGENT FEES

Contractor hereby represents that it has not been retained or has not retained any persons to solicit or secure a Metropolitan Government contract upon an agreement or understanding for a contingent commission, percentage, or brokerage fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business. Breach of the provisions of this paragraph is, in addition to a breach of this contract, a breach of ethical standards which may result in civil or criminal sanctions and/or debarment or suspension from being a contractor or subcontractor under Metropolitan Government contracts.

11. USE OF MARKS

It is expressly acknowledged that the parties are independent contractors and that a partnership, agency or joint venture relationship is not created hereby. Each party agrees that it shall not use the names, trademarks, service marks, copyrights, call letters, trade names or photographs of the other party for any purpose, except as provided for in this Agreement, without the express prior written consent of the subject party, such consent to be required for each proposed use and each use to be accompanied by the appropriate trademark, service mark, copyright, or other designation required by the owner of such property. All such uses shall terminate immediately upon termination of this Agreement.

12. GRATUITIES AND KICKBACKS

It shall be a breach of ethical standards for any person to offer, give, or agree to give any employee or former employee, or for any employee or former employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement of a contract or subcontract or to any solicitation or proposal therefore. It shall be a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of a subcontractor under a contract with the prime contractor or higher tier subcontractor, or a person associated therewith, as an inducement for the award of a subcontract or order. Breach of the provisions of this paragraph is, in addition to a breach of this contract, a breach of ethical standards which may result in civil or criminal sanctions and/or debarment or suspension from being a contractor or subcontractor under Metropolitan Government contracts.

13. PRIOR UNDERSTANDING

This contract, together with the contract documents, contains all of the agreements, understandings, representations, conditions, warranties, and covenants made between the parties hereto. Neither party shall be liable for any representations not made a part of this contract.

14. INDEPENDENT CONTRACTOR

It is expressly agreed and understood that Contractor is an independent contractor. Neither Contractor nor its employees or agents are employees of NES. Contractor shall be solely

responsible for the acts and conduct of its employees or subcontractors and shall retain all authority over its employees, agents, and subcontractors.

15. PARAGRAPH HEADINGS

The paragraph headings are for convenience only and shall not be resorted to for interpretation of this contract.

Executed in duplicate, each executed instrument to be considered as the original for all purposes.

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT

ATTEST:

Secretary

By _____
President & CEO

Date 3-15-2010

Approved as to form & legality:

By _____
V.P. & General Counsel

Date 3-12-10

CONTRACTOR

GAYLORD ENTERTAINMENT

Signed _____

Name (Print) DAVID J. OLENDER

Title VICE PRESIDENT, STRATEGIC ALLIANCE

Date 03-30-2010

AMENDMENT TO CONTRACT FOR USE OF TRANSFORMER IN EXCHANGE FOR MARKETING SPONSORSHIP

Contract No. 10-85-315A

THIS AMENDMENT is made and entered into by and between THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY, ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT, hereinafter referred to as "Nashville Electric Service" or "NES," and GAYLORD ENTERTAINMENT, 1 Gaylord Drive, Nashville, TN 37214, hereinafter referred to as "Contractor."

WHEREAS, Contractor is in need of the use of a transformer(s) owned by NES; and

WHEREAS, the parties entered into Contract No. 10-11-048 in which NES allowed Contractor to utilize said transformer(s) in return for marketing sponsorship of the 2006-2009 Country Christmas Lighting Ceremony; and

WHEREAS, the parties desire to amend Contract No. 10-11-048 to revise the marketing elements for 2010;

NOW, THEREFORE, the parties agree to amend Contract No. 10-11-048 as follows:

1. The contract expiration date of December 31, 2012 shall remain the same.

2. The new Trade Agreement shall be as follows:

- NES Responsibilities: Provide Contractor free use of NES Equipment (i.e. transformers) during Gaylord Opryland's "A Country Christmas". Value - $56,000

- Contractor Responsibilities: Provide NES with the Presenting Sponsorship of "A Country Christmas Lighting Ceremony" and Sponsor of "ICE! At Gaylord Opryland". Value - $57,000

Elements of Contractor's Proposal include, but are not limited to the following:

3. NES Marketing Elements provided by Gaylord Opryland Resort in exchange for use of Transformer(s) are as follows:

Marketing Exposure

Approval for all marketing and media creative (creative being defined as the graphic design and layout of marketing and media materials) provided by Gaylord to NES either in hard copy or in an electronic file via email will be provided by NES within 2 business days of the receipt of such creative. The Parties acknowledge that there may be some urgent circumstances where creative must be approved in less than 2 business days in which case Gaylord will inform NES of this need and NES will make best efforts to review this creative and provide revisions or approval as soon as possible. If NES does not provide such approval in the following circumstances: a) within 2 business days after receipt of creative or b) by a specific deadline that is less than 2 business days in the case of urgent circumstances and this need has been communicated to NES, then Gaylord shall have the right to approve such creative on NES' behalf. NES acknowledges that once a piece of creative is approved by them, if this same creative is used in other Event

marketing or media elements Gaylord can provide final approval without further review of this creative by NES.

On-site Exposure
- Signage near the main lighting ceremony stage (2)
- A recognition announcement as the presenting sponsor of the Lighting Ceremony from the PA during the ceremonies
- An NES representative present and acknowledged on stage
- Logo included on VIP ceremony invitation
- Logo on "lighting switch"

Event Marketing Exposure
- Web-site logo and link inclusion for six (6) months
- Email Blast inclusion for two (2) months
- NES logo on signage inside the Hotel for three (3) days prior to the ceremony for a total of six (6) signs

Hospitality Package
- 15 Invitations to the VIP "A Country Christmas" opening night ceremony, each valid for two (2) persons
- 100 Tickets to ICE! at Gaylord Opryland
- 50 Run of Show Rockettes Tickets
- 20 Dinner Show Tickets
- 20 Rounds of Golf at Gaylord Springs Golf Links
- 25 Room Nights
- 25 Parking Passes

4. All other terms and conditions of Contract No. 10-11-048 shall remain in full force and effect and is hereby ratified as the continuing obligations of the parties.

5. This Amendment shall be deemed effective upon execution.

EXECUTED in duplicate, each executed instrument to be considered as the original for all purposes.

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY ACTING BY AND THROUGH THE ELECTRIC POWER BOARD OF SAID GOVERNMENT

ATTEST:

Secretary

By _____
President & CEO

Date 9-17-2010

Approved as to form & legality:

By Laura Smith Tidwell
Interim General Counsel

Date 9.16.10

CONTRACTOR

GAYLORD ENTERTAINMENT

Signed _____

Name (Print) _____

Title _____

Date _____

Gaylord Opryland's 2009 Lighting Ceremony Presented by Nashville Electric Service



Presented to:
Teresa Corlew
February 2, 2010

Recap Objective

- **Recap Objective:**
 - To provide NES with a comprehensive review of the total value for the Lighting Ceremony sponsorship program.
 - To provide validation of the program deliverables through inclusion of program and added value element samples.

Executive Summary

- **Term:**
 - January 1, 2007- December 31, 2009
- **Sponsorship Fee:**
 - Trade – sponsorship lease value of transformer – approximately $5,760 per year
- **Gaylord Responsibilities**:
 - **On-site Exposure**:
 - Signage on the main lighting ceremony stage (2)
 - A recognition announcement as the presenting sponsor of the Lighting Ceremony from the PA during the ceremony
 - NES representative present and acknowledged on stage
 - Logo included on VIP ceremony invitation
 - Logo on "lighting switch"

Executive Summary

- **Gaylord Responsibilities continued:**
 - **Event Marketing Exposure:**
 - Web-site logo and link inclusion for six (6) months
 - Email Blast inclusion for two (2) months
 - NES logo on signage inside the Hotel for three (3) days prior to the ceremony for a total of six (6) signs
 - **Hospitality:**
 - 15 Invitations to the VIP A Country Christmas opening night ceremony; each valid for two
 - 10 tickets to ICE! at Gaylord Opryland
 - 8 Rounds of Golf at Gaylord Springs Golf Links
- **NES Responsibilities:**
 - provide Gaylord free use of a NES transformer during Gaylord Opryland's "A Country Christmas"

Contract

Marketing Evaluation Overview

- Using various resources Strategic Alliances has developed a method to provide an overall value assessment of the benefits delivered to a partner in return for their investment.

 - **Tangible Benefits** – refer to the quantitative benefits in a package, both measured and non-measured, such as advertising in a program book, print or broadcast media and sponsor ID on a sign or ticket.

 - **Intangible Benefits** – the qualitative benefits that a sponsorship delivers, such as borrowed imagery, audience loyalty, prestige of property, category exclusivity and degree of sponsor clutter.

Marketing Evaluation Overview

- The marketing evaluation is divided into two sections:
 - First section includes a summary page including:
 - Total Value of Benefits received from the contractual program
 - Total Value of Benefits received from the "Added Value" assets received over and above the contracted marketing elements
 - Return on Investment for entire program
 - Second section provides the detail of the Benefits received including a listing of all marketing elements and their value. The element categories include:
 - On-Site Exposure
 - Media - Print
 - Collateral/Signage
 - Web-site Exposure
 - Hospitality

Marketing Evaluation – Summary

Event	Tangible Value	Intangible Value	Total Hospitality	Total Sponsorship Value
NES "A Country Christmas" Lighting Ceremony Presenting Sponsorship	$2,106	$2,106	$3,450	$7,662
NES "A Country Christmas" Lighting Ceremony Presenting Sponsorship - Added Value	$125	$125		$250
Total Sponsorship Value				$7,912

NES Trade Investment - Lease Value of Transformer	$5,760
Return on Investment for Sponsorship Program	1.33
Return on Investment with Added Value	1.37

Marketing Evaluation - Detail

Marketing Element	Quantity/Impressions	Description	Sponsor Inclusion	Formula	Value to NES
Onsite Exposure (logo inclusion):					
Signage on Stage	1	(1) Signs on Stage at Lighting Ceremony	Logo	5,000 x 75% x .03	$113
Signage inside Hotel	19,250	(3) Signs inside hotel	Logo	6,417 x 3 days x 50% x .03	$289
Logo on "Switch"	1	(1) Logo on Switch	Logo	5,000 x 75% x .03	$113
Total					**$514**
Collateral/Signage Exposure					
Logo on VIP grand opening night invitation	800	Invitation to VIP Guest List	Logo	800 x .01	$8
Total					**$8**
Web-based Exposure:					
Email Blast	370,000		Logo	185,000 x 2 weeks x .01 x 12%	$444
Web-site - logo inclusion	528,000	Logo inclusion for 6 months on Hotel event web pages with Link	Logo & Link	176,000 unique visitors per month x 3 months x 30% x .01	$1,584
Total					**$1,584**

Marketing Evaluation - Detail

Hospitality					
10 tickets to ICE! at Gaylord Opryland	10			10 x $24.00	$240
15 invitations to opening night	30			30 people x $83	$2,490
8 Rounds of Golf, Gaylord Springs Golf Links	8			8 Rounds x $90	$720
Total					$3,450
Tangible Total					$2,106
Intangible Total					$2,106
Hospitality					$3,450
Total Value to NES					$7,662
Added Value					
Entertainment Guide	50,000	Guide given to all Gaylord Opryland guests at check-in	Logo	25,000 x 2 months x 25% x .01	$125
Total Added Value					$125
Added Value Tangible Total					$125
Added Value In-tangible Total					$125
Total Added Value to NES					$250
Grand Total Value of Sponsorship					$7,912

Program Elements

On-Site Exposure

"Lighting Ceremony" On-Site Exposure



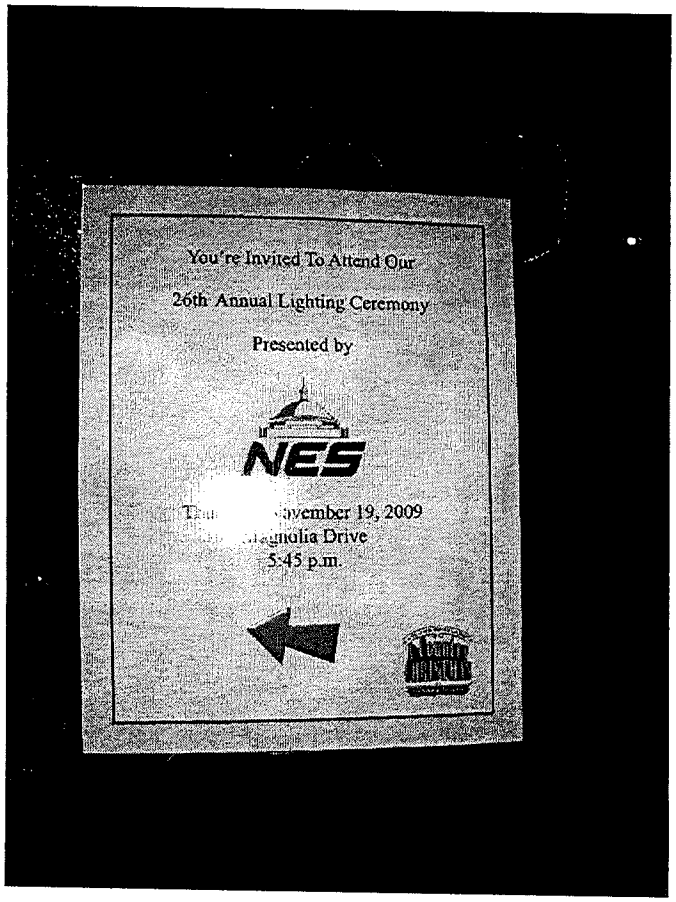
On-stage Signage

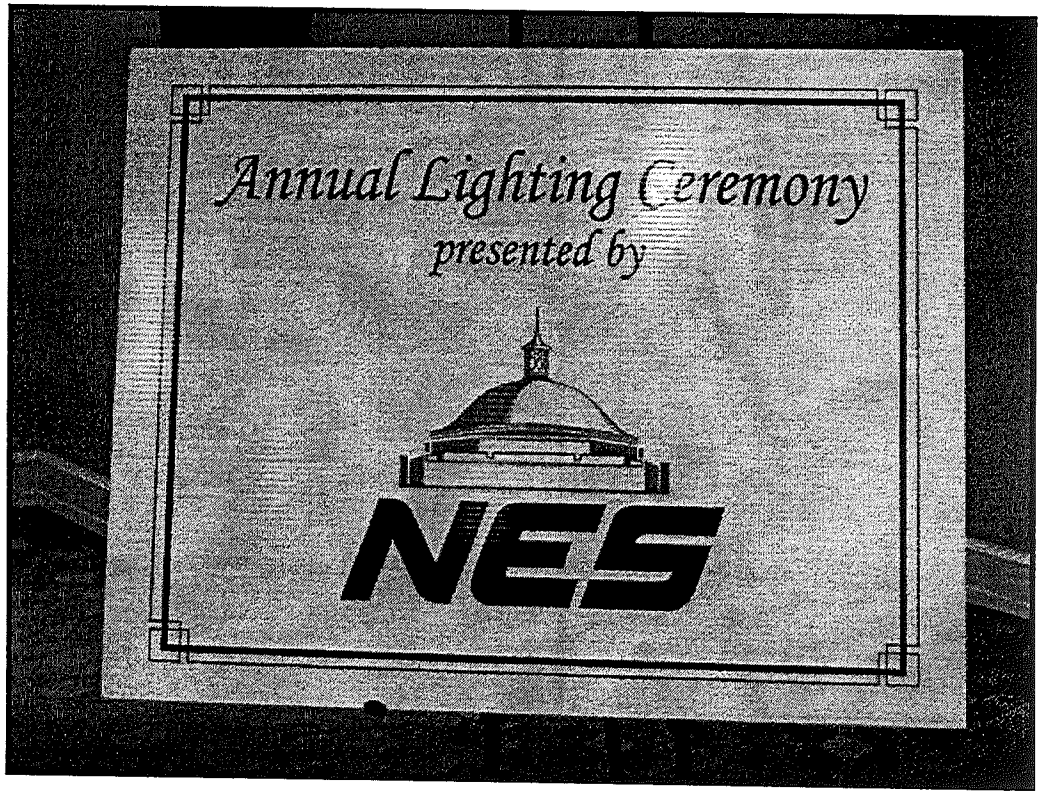
"Lighting Ceremony" On-Site Exposure



Sponsor Acknowledgment

"Lighting Ceremony" On-Site Exposure

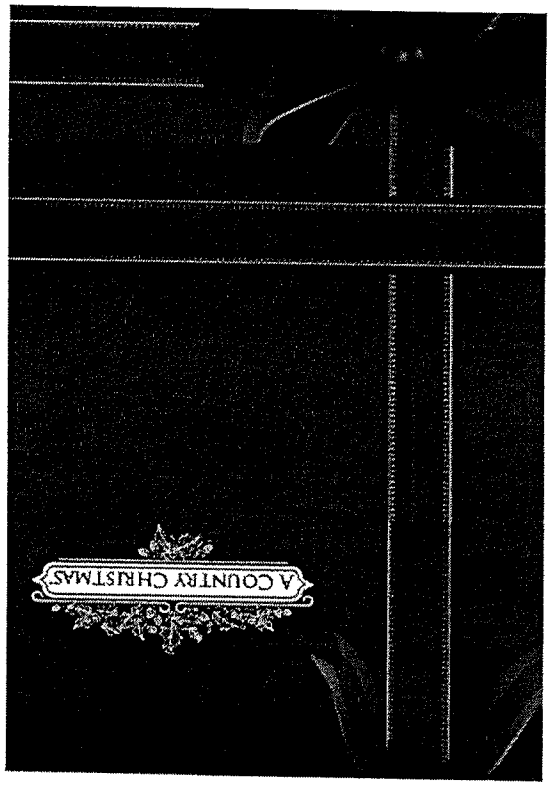


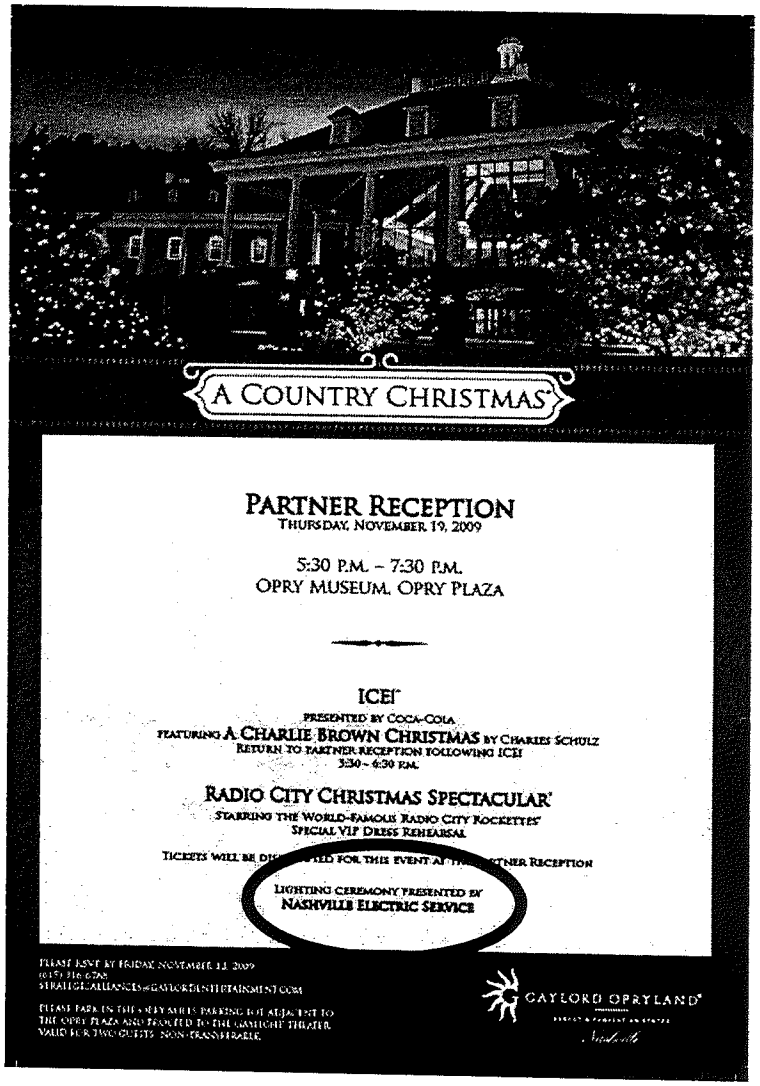


Hotel Signage

Collateral/Signage Exposure

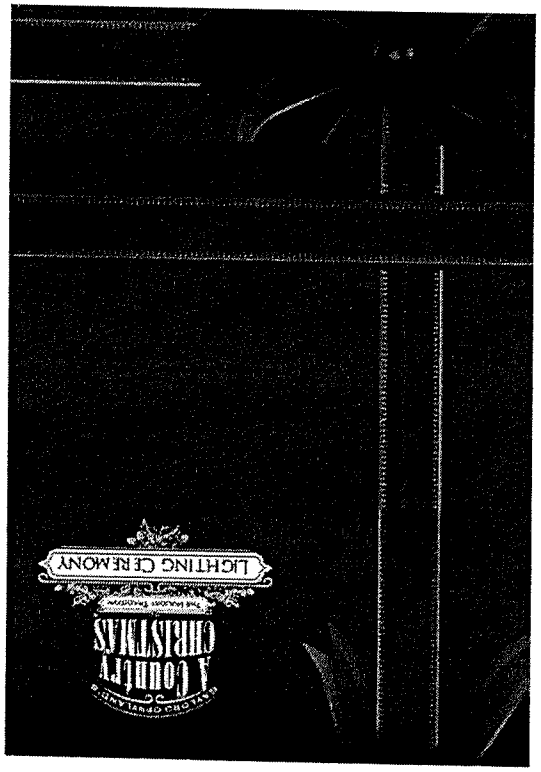
"A Country Christmas" Collateral/Signage

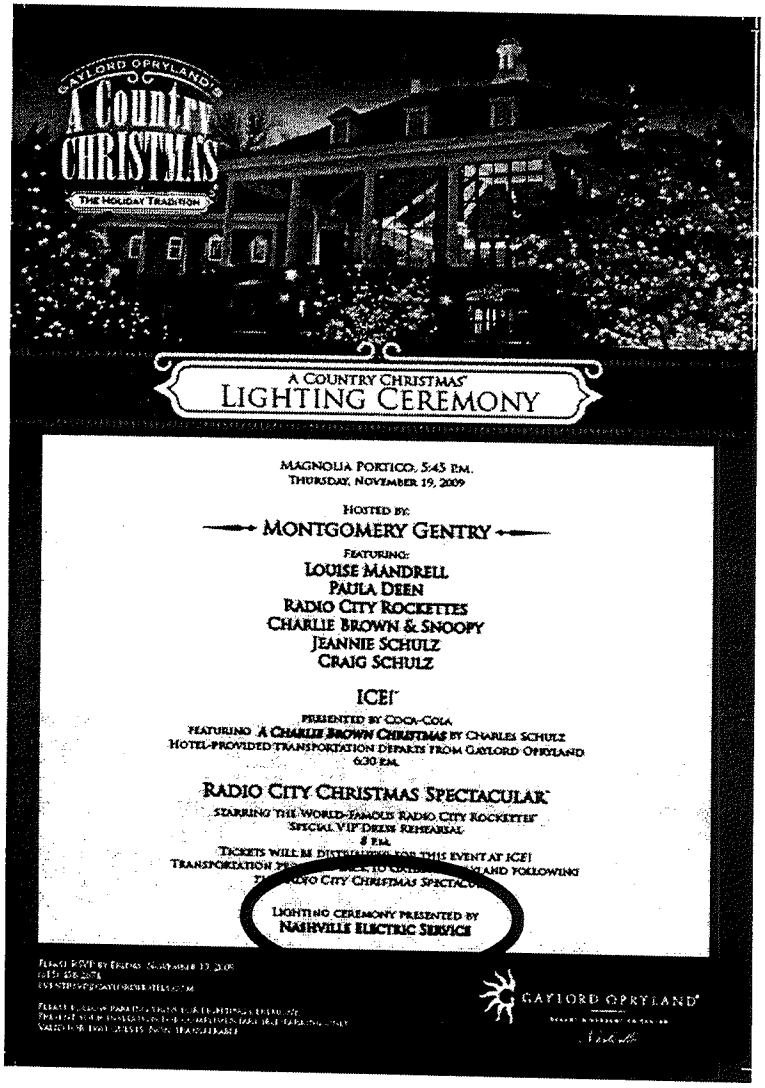




Opening Night Invitations – Strategic Alliances

"A Country Christmas" Collateral/Signage

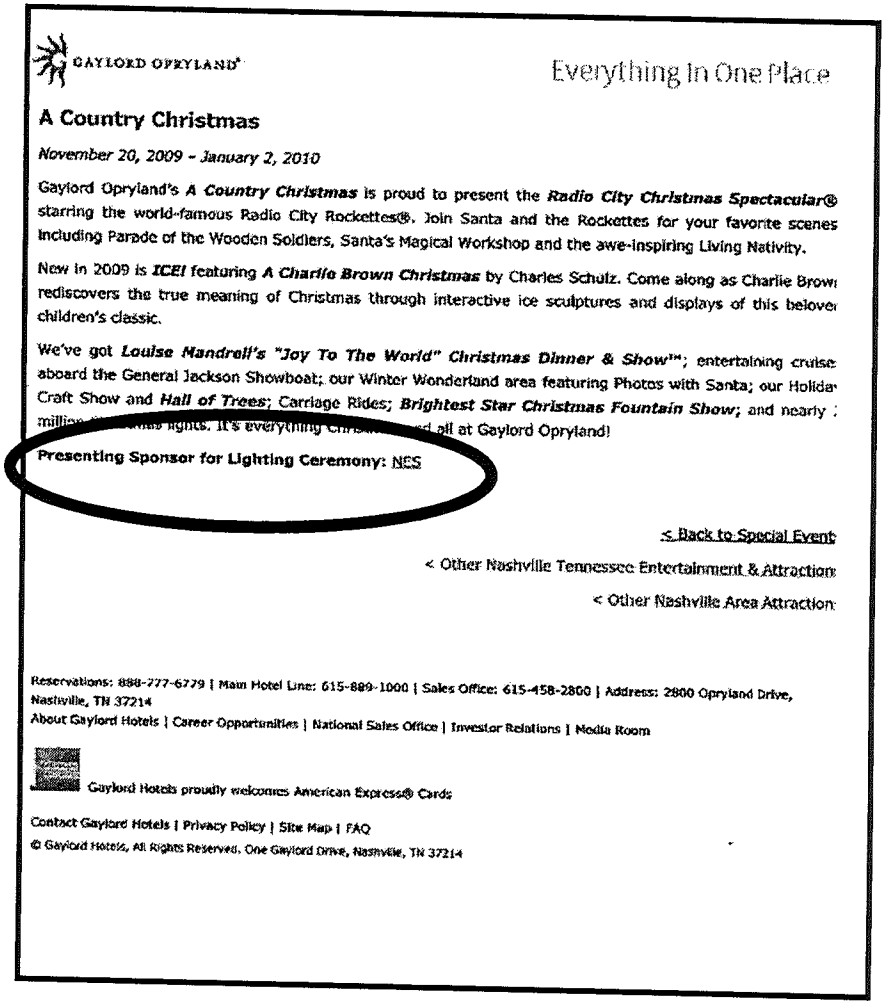




Opening Night Invitations – Hotel

Electronic Exposure

"A Country Christmas" Electronic Exposure



GAYLORD OPRYLAND®

Everything In One Place

A Country Christmas

November 20, 2009 - January 2, 2010

Gaylord Opryland's ***A Country Christmas*** is proud to present the ***Radio City Christmas Spectacular®*** starring the world-famous Radio City Rockettes®. Join Santa and the Rockettes for your favorite scenes including Parade of the Wooden Soldiers, Santa's Magical Workshop and the awe-inspiring Living Nativity.

New in 2009 is ***ICE!*** featuring ***A Charlie Brown Christmas*** by Charles Schulz. Come along as Charlie Brown rediscovers the true meaning of Christmas through interactive ice sculptures and displays of this beloved children's classic.

We've got ***Louise Mandrell's "Joy To The World" Christmas Dinner & Show™***; entertaining cruises aboard the General Jackson Showboat; our Winter Wonderland area featuring Photos with Santa; our Holiday Craft Show and ***Hall of Trees***; Carriage Rides; ***Brightest Star Christmas Fountain Show***; and nearly ... million ... lights. It's everything Christ... all at Gaylord Opryland!

Presenting Sponsor for Lighting Ceremony: NES

< Back to Special Event

< Other Nashville Tennessee Entertainment & Attraction

< Other Nashville Area Attraction

Reservations: 888-777-6779 | Main Hotel Line: 615-889-1000 | Sales Office: 615-458-2800 | Address: 2800 Opryland Drive, Nashville, TN 37214

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A Country Christmas Special Events Page

NES

GAYLORD ENTERTAINMENT

"A Country Christmas" Electronic Exposure

- IN THE NEWS
- PRESS ROOM
- MORE THINGS TO DO
- JOIN OUR MAILING LIST
- HOTEL & PACKAGE INFO





More Things to Do

Treasures for the Holidays

November 20–December 20, 2009
Winter Wonderland Area: Ryman B1, B2 & B3 Exhibit Hal
This enthralling craft show features a variety of handmade ar
jewelry to clothing, artwork and food. A huge selection of ven
and demonstrating this year. No one will leave empty handec
877-OPRY-100 (1-877-677-9100).

» Purchase Tickets Online

Hall of Trees

November 20–December 20, 2009
Winter Wonderland Area: Ryman B1, B2 & B3 Exhibit Hal
An exciting display of decorated trees that raises money for c
trees feature major prizes such as autographed CDs, electro
Visit the Hall of Trees for a magical way to spread Christmas

Photos with Santa

Winter Wonderland Area: Ryman B1, B2 & B3 Exhibit Hal
Don't miss your chance to get a treasured photo of your child

Gingerbread Corner

Winter Wonderland Area: Ryman B1, B2 & B3 Exhibit Hal
Let our holiday elves help you decorate miniature gingerbrea
fun, interactive class for the young and young at heart. Prese

Holiday Kids Train

Winter Wonderland Area: Ryman B1, B2 & B3 Exhibit Hal
Choo Choo! Hop aboard Gaylord Opryland's very own Holid
children of all ages as it winds around in our new Winter Wor

Christmas Lights

Weekdays: 4:00 p.m. – 11:00 p.m. | Weekends: 4:00 p.m.
Our ... visitors fr
Ceremony will take place on November 19.
Presenting Sponsor for Lighting Ceremony: NES

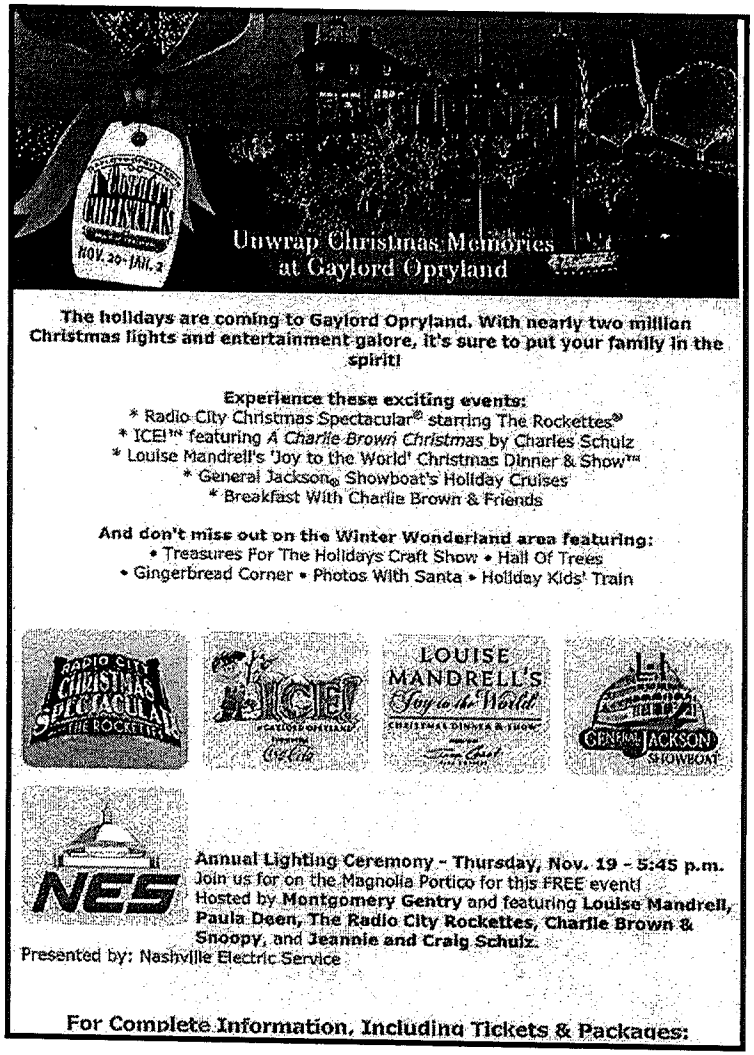
Breakfast with Charlie Brown & Friends

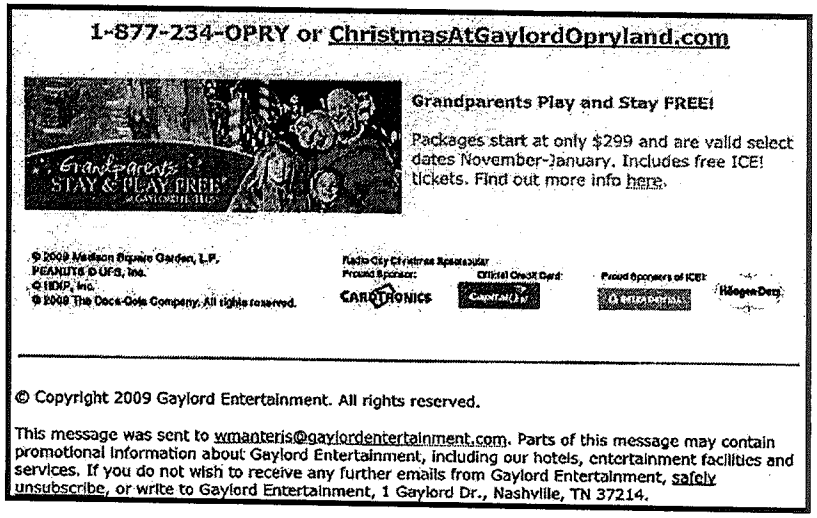
November 21, 22, 28, 29 and December 5, 6, 12, 13, 18, 1
7:00-11:00 a.m.
Ristorante Volare's Patio
Join Charlie Brown and his friends for a morning of family fur
the Garden Conservatory.
Order Tickets Online Now! Or, call (615) 458-1400 or 1-888-
Pricing: $24.95 for Adults; $14.95 for Children (ages 3-11); a

» Purchase Tickets Online

A Country Christmas More Things to Do Page

"A Country Christmas" Electronic Exposure





Email Blast

"A Country Christmas" Electronic Exposure

GAYLORD OPRYLAND®

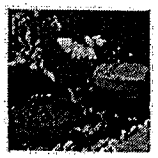
Email to a Friend



Join us for these exciting holiday events and offers!

Annual Lighting Ceremony
TONIGHT - Thursday, Nov. 19 - 5:45 p.m.
Join us on the Magnolia Portico for this FREE event! Hosted by **Montgomery Gentry** and featuring **Louise Mandrell, Paula Deen, The Radio City Rockettes, Charlie Brown & Snoopy**, and **Jeannie and Craig Schulz**. Presented by Nashville Electric Service.

Thanksgiving Is Stress-Free With Us!
Thursday, Nov. 26 - 10:30 a.m. - 5:00 p.m.
This Thanksgiving bring your loved ones to enjoy an incredible brunch at Gaylord Springs Golf Links. Enjoy a wide variety of options, including waffles and omelets prepared to order, turkey and sirloin carving stations, fresh fruit and cheese displays and a dessert display sure to satisfy anyone's sweet tooth. Live music and panoramic views of the golf course will make this the ideal setting for an elegant Thanksgiving brunch. Learn more here.



Gobbler-To-Go
Reservations Due Nov. 22
Leave the hard work of Thanksgiving to us! The award-winning chefs at Gaylord Opryland will cook up a delightful "Gobbler To Go" meal for you and your family to



enjoy in the comforts of your home. Order everything from the turkey to all the scrumptious trimmings for a meal that everyone is sure to remember. From our professional kitchen to your family's table. Enjoy! Learn more here.

For more information about all our specials and events, click here.

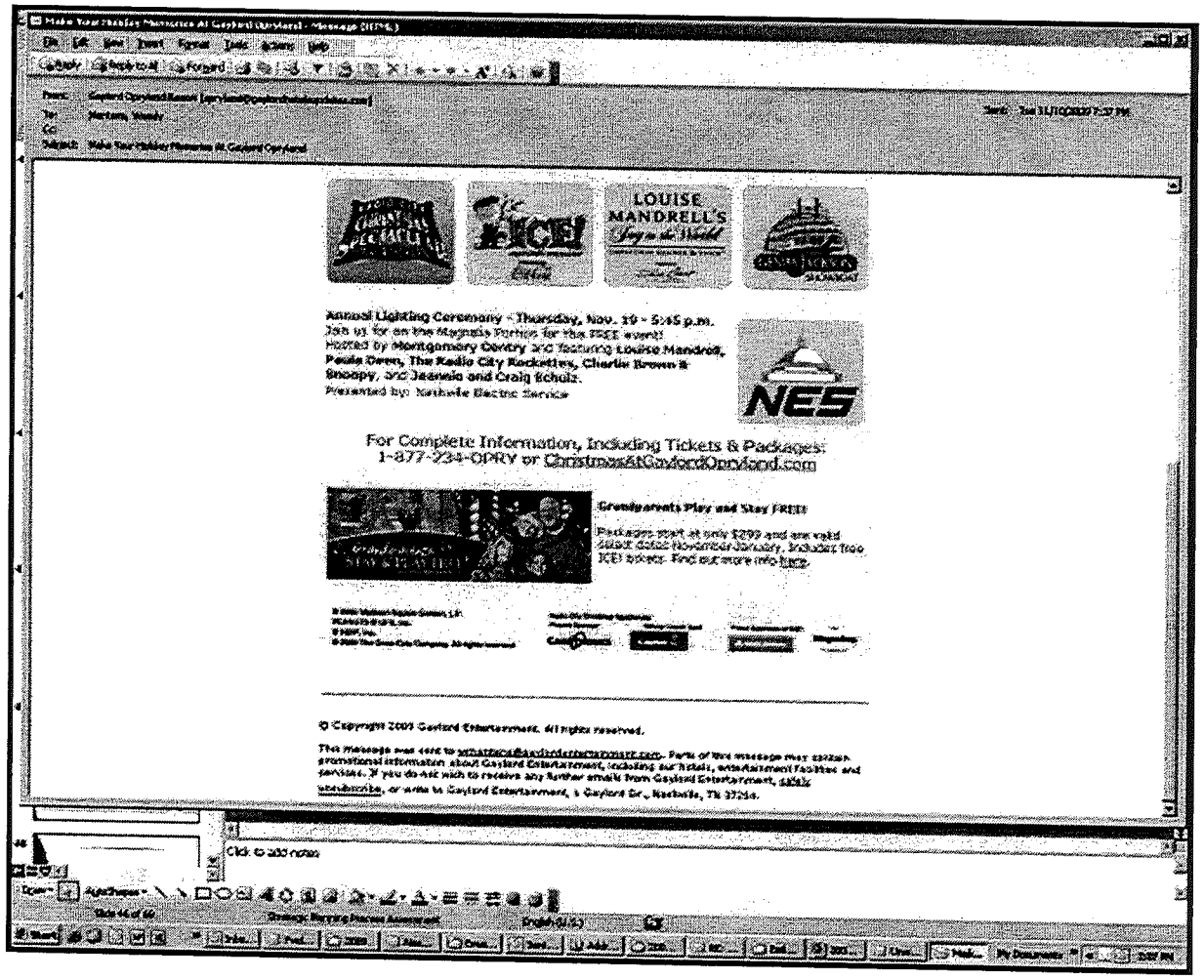
And be sure to check out all our fabulous holiday festivities with Gaylord Opryland's A Country Christmas - in its 26th year!
ChristmasAtGaylordOpryland.com

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Email Blast

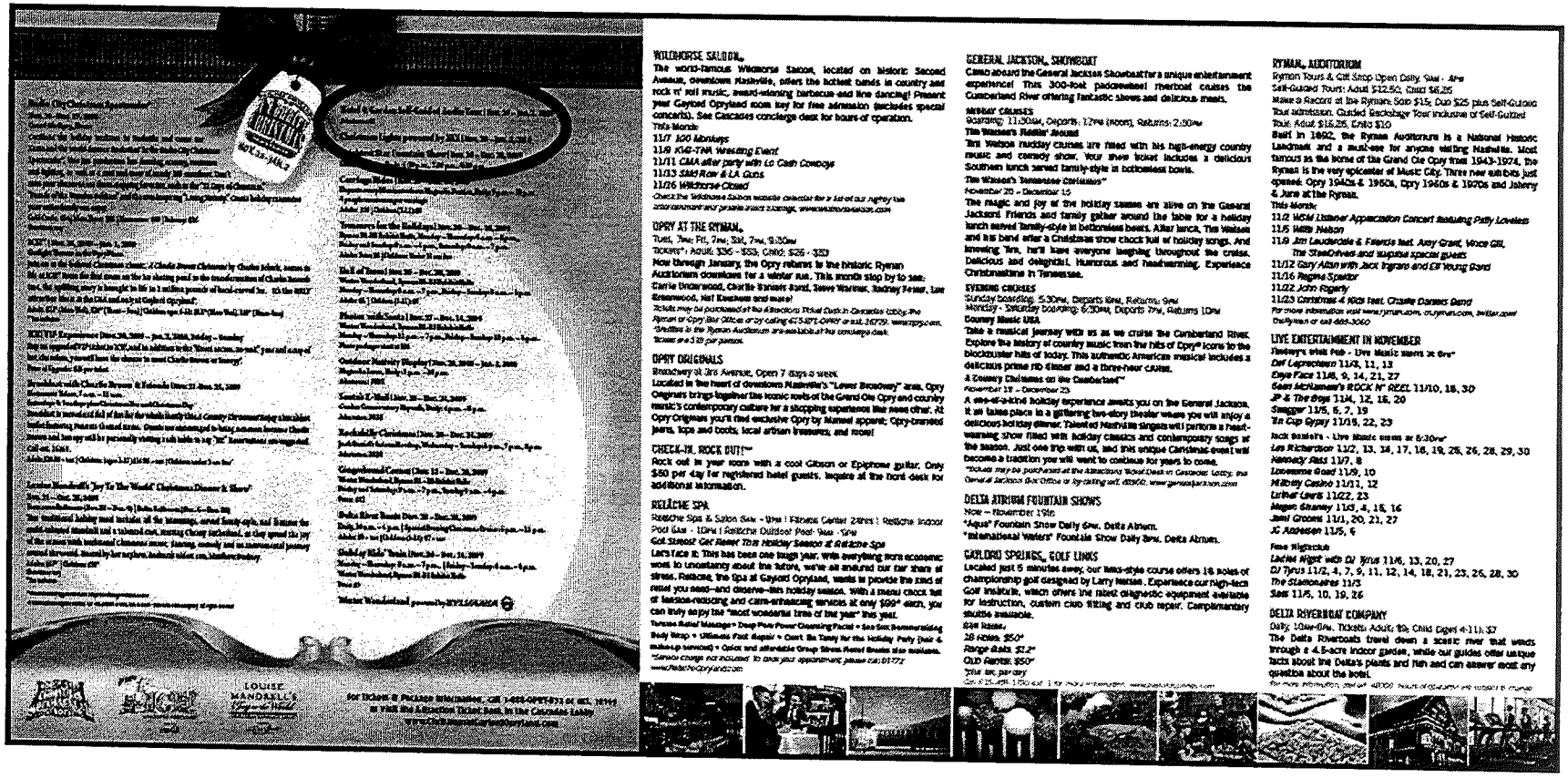
"A Country Christmas" Electronic Exposure



Email Blast

Added Value
On-site Exposure

Added Value – On-site Exposure



WILDHORSE SALOON

The world-famous Wildhorse Saloon, located on historic Second Avenue, downtown Nashville, offers the hottest bands in country and rock n' roll music, award-winning barbecue and line dancing! Present your Gaylord Opryland room key for free admission (excludes special concerts). See Cascades concierge desk for hours of operation.

This Month:

11/7 *100 Monkeys*
11/8 *KID-TAN Wedding Event*
11/11 *CMA after party with Lo Cash Cowboys*
11/13 *Sixth Row & LA Guns*
11/26 *Wildhorse Closed*

Check the Wildhorse Saloon website calendar for a list of our nightly live entertainment and private event listings. www.wildhorsesaloon.com

OPRY AT THE RYMAN

Tues., Thu; Fri., 7PM; Sat., 7PM, 9:30PM
Tickets*: Adult: $36 - $53; Child: $26 - $39
Now through January, the Opry returns to the historic Ryman Auditorium downtown for a winter run. This month stop by to see: Carrie Underwood, Charlie Daniels Band, Steve Wariner, Radney Foster, Lee Greenwood, Hal Ketchum and more!

Tickets may be purchased at the Attractions Ticket Desk in Cascades Lobby, the Ryman or Opry Box Offices or by calling 615.871.OPRY or visit, 16725. www.opry.com.
Shuttles to the Ryman Auditorium are available at the concierge desk.
Tickets are $3.95 per person.

OPRY ORIGINALS

Broadway at 3rd Avenue, Open 7 days a week

Located in the heart of downtown Nashville's "Lower Broadway" area, Opry Originals brings together the iconic roots of the Grand Ole Opry and country music's contemporary culture for a shopping experience like none other. At Opry Originals you'll find exclusive Opry by Manuel apparel; Opry-branded jeans, tops and boots; local artisan treasures; and more!

CHECK-IN, ROCK OUT!*

Rock out in your room with a cool Gibson or Epiphone guitar. Only $50 per day for registered hotel guests. Inquire at the front desk for additional information.

RELISHE SPA

Relishe Spa & Salon Sun. - Thu: | Fitness Center 24hrs | Relishe Indoor Pool Sun - Thu: | Relishe Outdoor Pool: 9am -7pm

Got Stress? Get Relief This Holiday Season at Relishe Spa

Let's face it: This has been one tough year, with everything from economic woes to uncertainty about the future, we've all endured our fair share of stress. Relishe, the spa at Gaylord Opryland, wants to provide the kind of relief you need—and deserve—this holiday season. With a menu chock full of tension-reducing and calm-enhancing services at only $99* each, you can truly enjoy the "most wonderful time of the year" this year.

Tension Relief Massage • Deep Pore Power Cleansing Facial • Sea Sea Remineralizing Body Wrap • Ultimate Foot Repair • Count Me Teeny for the Holiday Party (hair & make-up services) • Quick and Affordable Group Stress Relief Shiatsu also available.

*Service charge not included. To book your appointment, please call 615.972.1000 or visit www.RelisheOpryland.com

GENERAL JACKSON, SHOWBOAT

Cruise aboard the General Jackson Showboat for a unique entertainment experience! This 300-foot paddlewheel riverboat cruises the Cumberland River offering fantastic shows and delicious meals.

DINNER CRUISES

Boarding: 11:30AM, Departs: 12PM (noon), Returns: 2:30PM

The Nation's Number Jeans

This Nation's Number Jeans cruises are filled with his high-energy country music and comedy show. Your show ticket includes a delicious Southern lunch served family-style in bottomless bowls.

The Nation's Tennessee Christmas*

November 26 – December 16

The magic and joy of the holiday season are alive on the General Jackson! Friends and family gather around the table for a holiday lunch served family-style in bottomless bowls. Allan Jaunce, The Nation and his band offer a Christmas show chock full of holiday songs. And knowing Tim, he'll have everyone laughing throughout the cruise. Delicious and delightful. Humorous and heartwarming. Experience Christmastime in Tennessee.

EVENING CRUISES

Sunday boarding: 5:30PM, Departs 6PM, Returns: 9PM
Monday - Saturday boarding: 6:30PM, Departs 7PM, Returns 10PM

Country Music USA

Take a musical journey with us as we cruise the Cumberland River. Explore the history of country music from the hits of Opry® icons to the blockbuster hits of today. This authentic American musical includes a delicious prime rib dinner and a three-hour CRUISE.

A Country Christmas on the Cumberland*

November 19 – December 25

A one-of-a-kind holiday experience awaits you on the General Jackson. It all takes place in a glittering two-story theater where you will enjoy a delicious holiday dinner. Talented Nashville singers will perform a heart-warming show filled with holiday classics and contemporary songs of the season. Just one trip with us, and this unique Christmas event will become a tradition you will want to continue for years to come.

*Tickets may be purchased at the Attractions Ticket Desk in Cascades Lobby, the General Jackson Box Office or by calling ref. 43900. www.generaljackson.com

DELTA ATRIUM FOUNTAIN SHOWS

Now – November 19th

"Aqua" Fountain Show Daily 6PM, Delta Atrium.
"International Waters" Fountain Show Daily 3PM, Delta Atrium.

GAYLORD SPRINGS, GOLF LINKS

Located just 5 minutes away, our links-style course offers 18 holes of championship golf designed by Larry Nelson. Experience our high-tech Golf Institute, which offers the latest diagnostic equipment available for instruction, custom club fitting and club repair. Complimentary shuttle available.

Club Rates:
18 Holes, $50*
Range Balls, $12*
Club Rental, $50*
*Plus tax per day

RYMAN, AUDITORIUM

Ryman Tours & Gift Shop Open Daily 9AM - 4PM
Self-Guided Tours: Adult $12.50; Child $6.25
Make a Record at the Ryman: Solo $15; Duo $25 plus Self-Guided Tour admission. Guided Backstage Tour inclusive of Self-Guided Tour. Adult $18.25, Ends $10

Built in 1892, the Ryman Auditorium is a National Historic Landmark and a must-see for anyone visiting Nashville. Most famous as the home of the Grand Ole Opry from 1943-1974, the Ryman is the very epicenter of Music City. Three new exhibits just opened: Opry 1940s & 1950s, Opry 1960s & 1970s and Johnny & June at the Ryman.

This Month:

11/2 *WSM Listener Appreciation Concert featuring Patty Loveless*
11/5 *Willie Nelson*
11/9 *Jim Lauderdale & Friends feat. Amy Grant, Vince Gill, The Steeldrivers and surprise special guests*
11/12 *Gary Allan with Jack Ingram and Elf Young Band*
11/16 *Regina Spektor*
11/22 *John Fogerty*
11/23 *Christmas & Kids feat. Charlie Daniels Band*

For more information visit www.ryman.com, or ryman.com, twitter.com/theryman or call 615.889.3060

LIVE ENTERTAINMENT IN NOVEMBER

Rodney's Oriole Pub - Live Music 10PM to 1AM
Def Leprechaun 11/3, 11, 13
Deja Face 11/6, 9, 14, 21, 27
Sean McNamara's ROCK N' REEL 11/10, 18, 30
JP & The Boys 11/4, 12, 18, 20
Swagger 11/5, 6, 7, 19
Tin Cup Gypsy 11/13, 22, 23
Rock Bottom - Live Music 9PM to 1AM
Les Richardson 11/2, 13, 16, 17, 18, 19, 25, 26, 28, 29, 30
Kennedy Rose 11/7, 8
Lonesome Road 11/9, 10
Mighty Casino 11/11, 12
Lethal Lewis 11/22, 23
Megan Shanley 11/3, 4, 15, 16
Jami Grooms 11/1, 20, 21, 27
JC Adamson 11/5, 6
Fame Nightclub
Ladies Night with DJ Xtra 11/6, 13, 20, 27
DJ Tyrus 11/2, 4, 7, 9, 11, 12, 14, 18, 21, 23, 25, 28, 30
The Stationaires 11/3
Sax 11/5, 10, 19, 26

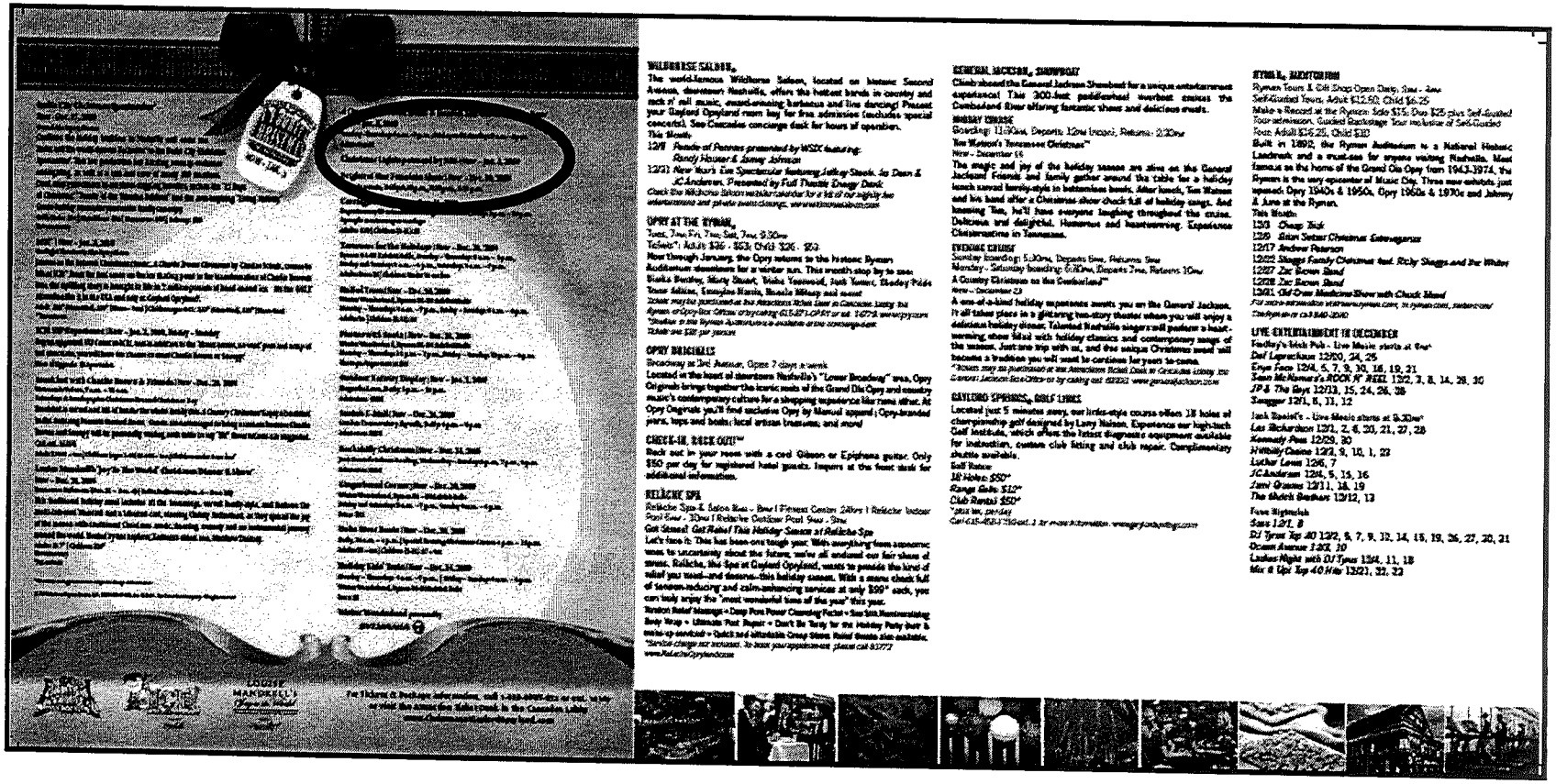
DELTA RIVERBOAT COMPANY

Daily, 10AM-6PM. Tickets Adults $9; Child (ages 4-11) $7
The Delta Riverboats travel down a scenic river that winds through a 4.5-acre indoor garden, while our guides offer unique facts about the Delta's plants and fish and can answer most any questions about the hotel.

For more information, call ref. 43000. Hours of operation are subject to change.

November Entertainment Guide

Added Value – On-site Exposure



December Entertainment Guide

Hospitality

Lighting Ceremony Hospitality Allotment

Hospitality Element	Quantity	Status
Tickets to ICE! at Gaylord Opryland	10	Distributed to Partner for Use
Event tickets to opening night - each invite valid for two	15	Distributed to Partner for Use
Rounds of Golf, Gaylord Springs Golf Links	8	Certificates Sent to Partner for Use

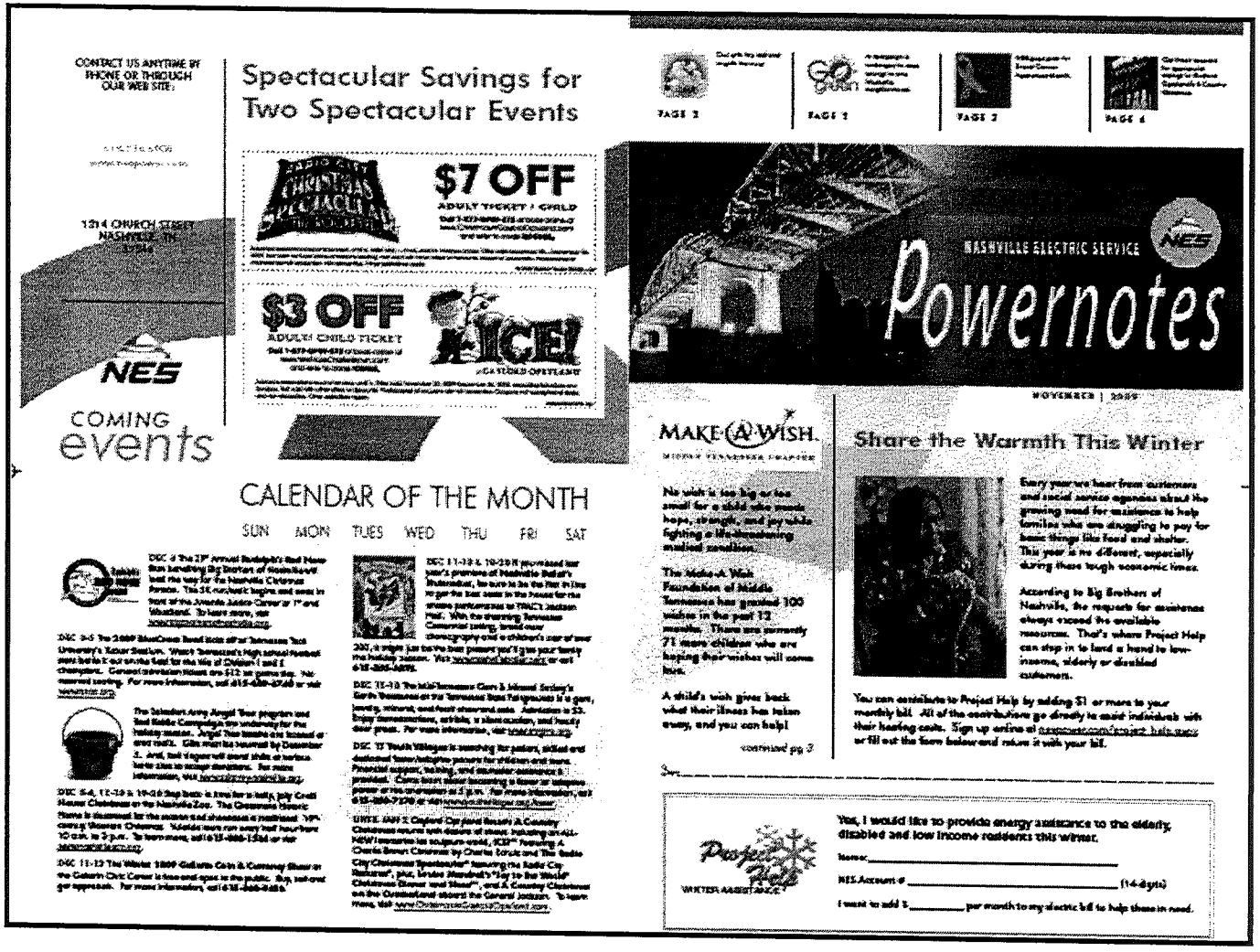
Sponsorship Activation

Sponsorship Activation



NES Powernotes - October

Sponsorship Activation



NES Powernotes - November

Thank You
for another
Great Year!

Contact Information

Tiffany Robinson
Partnership Account Manager
Strategic Alliances
Gaylord Entertainment Company
One Gaylord Drive
Nashville, TN 37214
615-316-6861
trobinson@gaylordentertainment.com

2010 Lighting Ceremony & ICE! Sponsorship Recap

NES

Presented to: Teresa Corlew
March 25, 2010

Recap Objective

- **Recap Objective:**
 - To provide NES a comprehensive business review of the total partnership with Gaylord Entertainment.
 - To provide validation of the program deliverables through inclusion of program element samples.

NES

GAYLORD ENTERTAINMENT

Executive Summary – Lighting Ceremony

- **Term:**
 - January 1, 2010- December 31, 2012
- **Sponsorship Fee:**
 - Trade – sponsorship lease value of transformer – approximately $6,120 per year
- **Gaylord Responsibilities:** Designate NES as the Presenting Sponsor of the Lighting Ceremony.
 - NES to be included in the following presenting sponsor level marketing/media elements:
 - On-Site Exposure
 - Collateral/Signage
 - Electronic Exposure
 - Tickets & Hospitality
- **NES Responsibilities:**
 - Provide Gaylord free use of a NES transformer during Gaylord Opryland's "A Country Christmas"

NES

GAYLORD ENTERTAINMENT

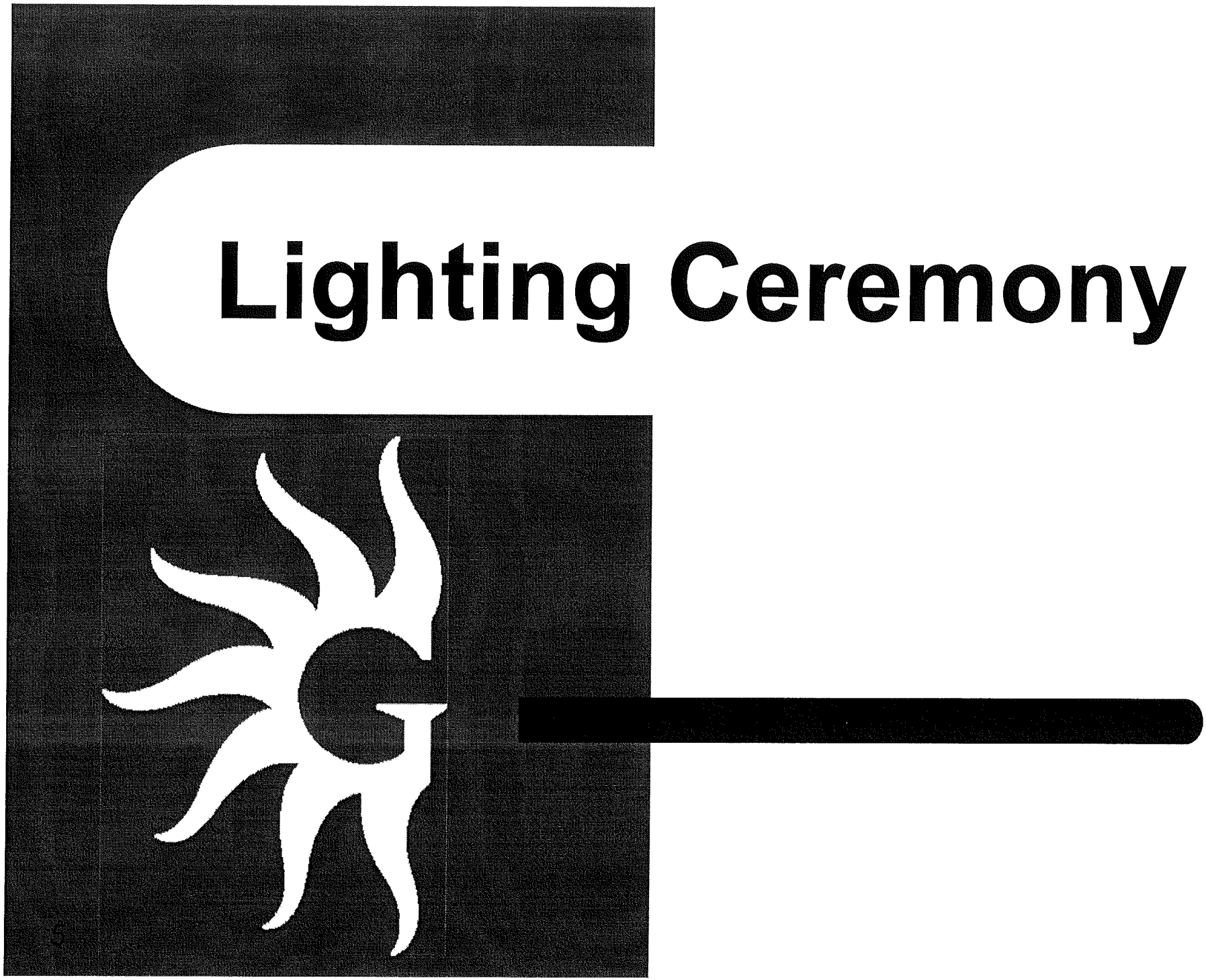
Executive Summary – ICE!

- **Term:**
 - October 1, 2010 – January 31, 2011
- **Trade Agreement**
 - **Gaylord Responsibilities:** Designate NES as a Sponsor of ICE! at Gaylord Opryland.
 - NES to be included in the following presenting sponsor level marketing/media elements:
 - On-Site Exposure
 - Media Exposure
 - Collateral/Signage
 - Electronic Exposure
 - Tickets & Hospitality
 - **NES Responsibilities:**
 - Provide Gaylord free use of NES equipment (i.e. transformer's) during Gaylord Opryland's "A Country Christmas."

NES

GAYLORD ENTERTAINMENT

Lighting Ceremony



Marketing Evaluation Overview

- Using various resources Strategic Alliances has developed a method to provide an overall value assessment of the benefits delivered to a partner in return for their investment.

 - **Tangible Benefits** – refer to the quantitative benefits in a package, both measured and non-measured, such as advertising in a program book, print or broadcast media and sponsor ID on a sign or ticket.

 - **Intangible Benefits** – the qualitative benefits that a sponsorship delivers, such as borrowed imagery, audience loyalty, prestige of property, category exclusivity and degree of sponsor clutter.

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation Overview

- The marketing evaluation is divided into two sections:
 - First section includes a summary page including:
 - Total Value of Benefits received from the contractual program
 - Total Value of Benefits received from the "Added Value" assets received over and above the contracted marketing elements Return on Investment for entire program
 - Second section provides the detail of the Benefits received including a listing of all marketing elements and their value. The element categories include:
 - On-Site Exposure
 - Media -TV, Radio, Print, Magazine
 - Collateral/Signage
 - Electronic Exposure
 - Hospitality

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation – Summary

- Total Partnership Value

Event	Tangible Value	Intangible Value	Total Hospitality	Total Sponsorship Value
NES "A Country Christmas" Lighting Ceremony Presenting Sponsorship	$1,960	$1,960	$3,450	**$7,370**
NES "A Country Christmas" Lighting Ceremony Presenting Sponsorship - Added Value	$125	$125		**$250**
Total Sponsorship Value				**$7,620**
NES Trade Investment - Lease Value of Transformer	**$5,760**			
Return on Investment for Sponsorship Program	**1.28**			
Return on Investment with Added Value	**1.32**			

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation – Detail

Marketing Element	Quantity/Impressions	Description	Sponsor Inclusion	Formula	Value to NES
Onsite Exposure (logo inclusion):					
Signage on Stage	2	(2) Signs on Stage at Lighting Ceremony	Logo	5,000 x 75% x .03	$113
Signage inside Hotel	0	(3) Signs inside hotel	Logo	0	$0
Logo on "Switch"	0	(1) Logo on Switch	Logo	0	$0
Total					**$113**
Collateral/Signage Exposure					
Logo on VIP grand opening night invitation	0	Invitation to VIP Guest List	Logo	0	$0
Total					**$0**
Web-based Exposure:					
Email Blast	0		Logo	0	$0
Web-site - logo inclusion	615,880	Logo inclusion for 4 months on Hotel event web pages with Link	Logo & Link	153,970 unique visitors per month x 4 months x 30% x .01	$1,848
Total					**$1,848**

NES

GAYLORD ENTERTAINMENT

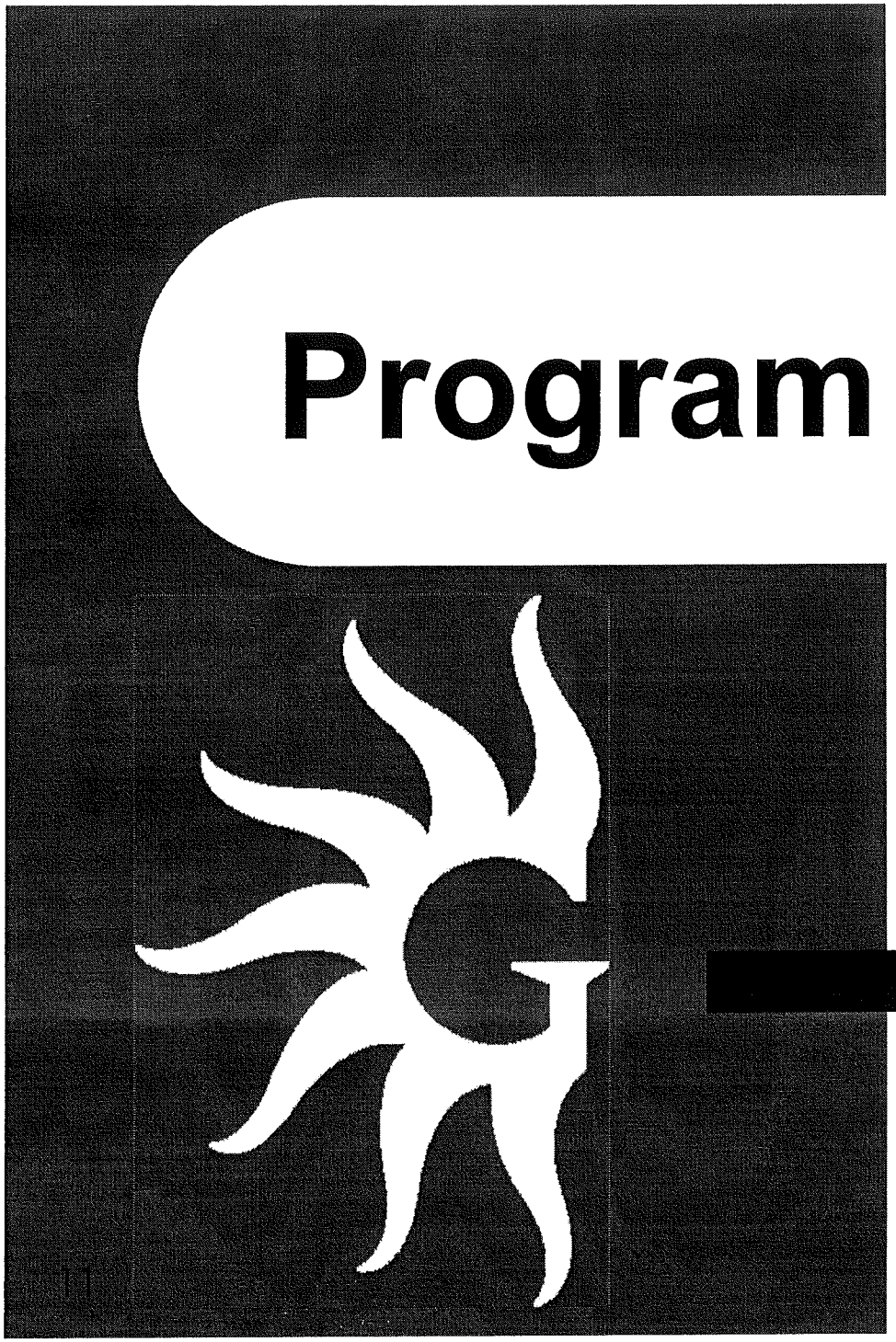
Marketing Evaluation – Detail

Hospitality					
10 tickets to ICE! at Gaylord Opryland	10			10 x $24.00	$240
15 invitations to opening night	30			30 people x $83	$2,490
8 Rounds of Golf, Gaylord Springs Golf Links	8			8 Rounds x $90	$720
Total					**$3,450**
Tangible Total					**$1,960**
Intangible Total					**$1,960**
Hospitality					**$3,450**
Total Value to NES					**$7,370**
Added Value					
Entertainment Guide	50,000	Guide given to all Gaylord Opryland guests at check-in for the months of November & December	Logo	25,000 x 2 months x 25% x .01	$125
Total Added Value					**$125**
Added Value Tangible Total					**$125**
Added Value In-tangible Total					**$125**
Total Added Value to NES					**$250**
Grand Total Value of Sponsorship					**$7,620**

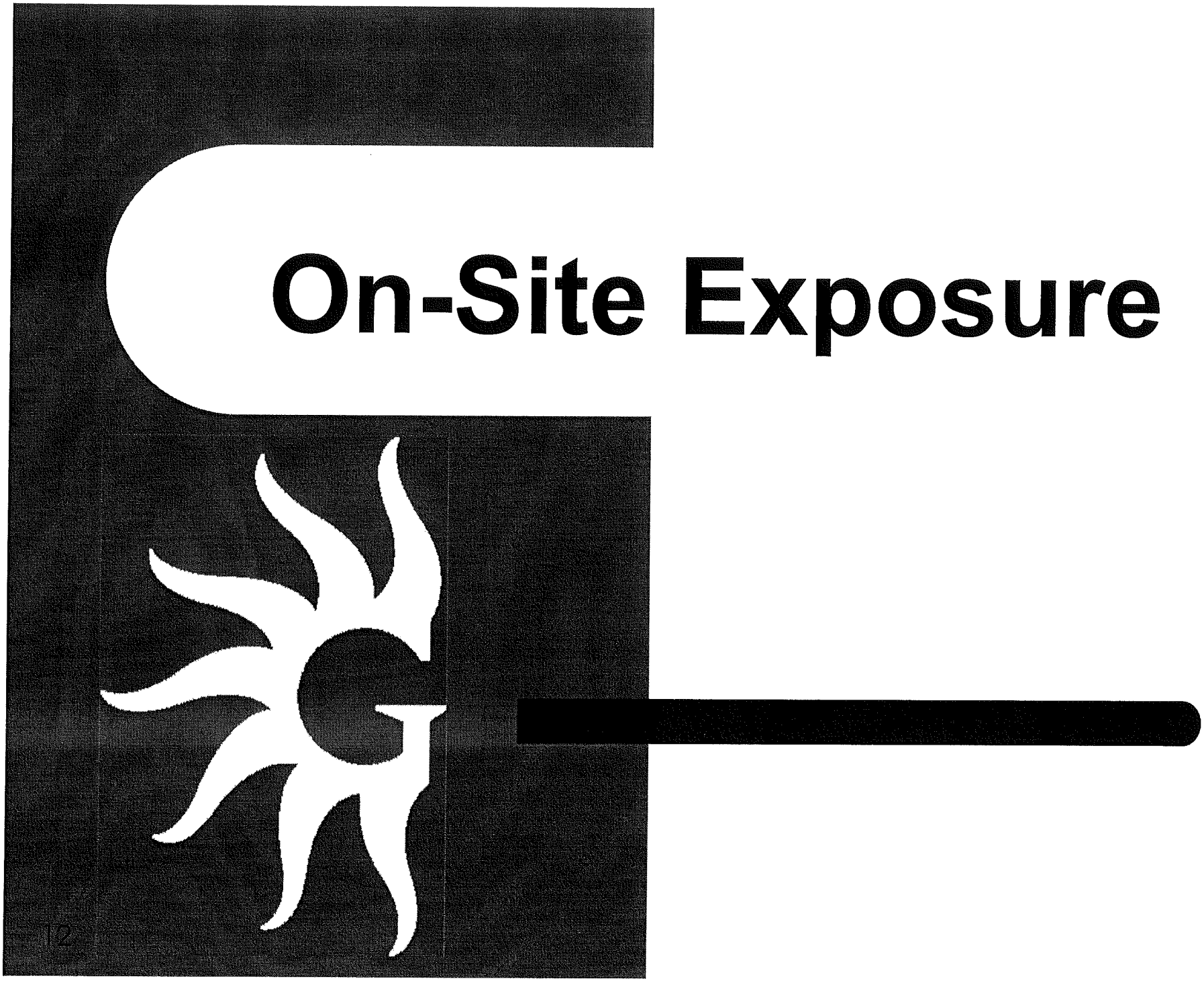
NES

GAYLORD ENTERTAINMENT

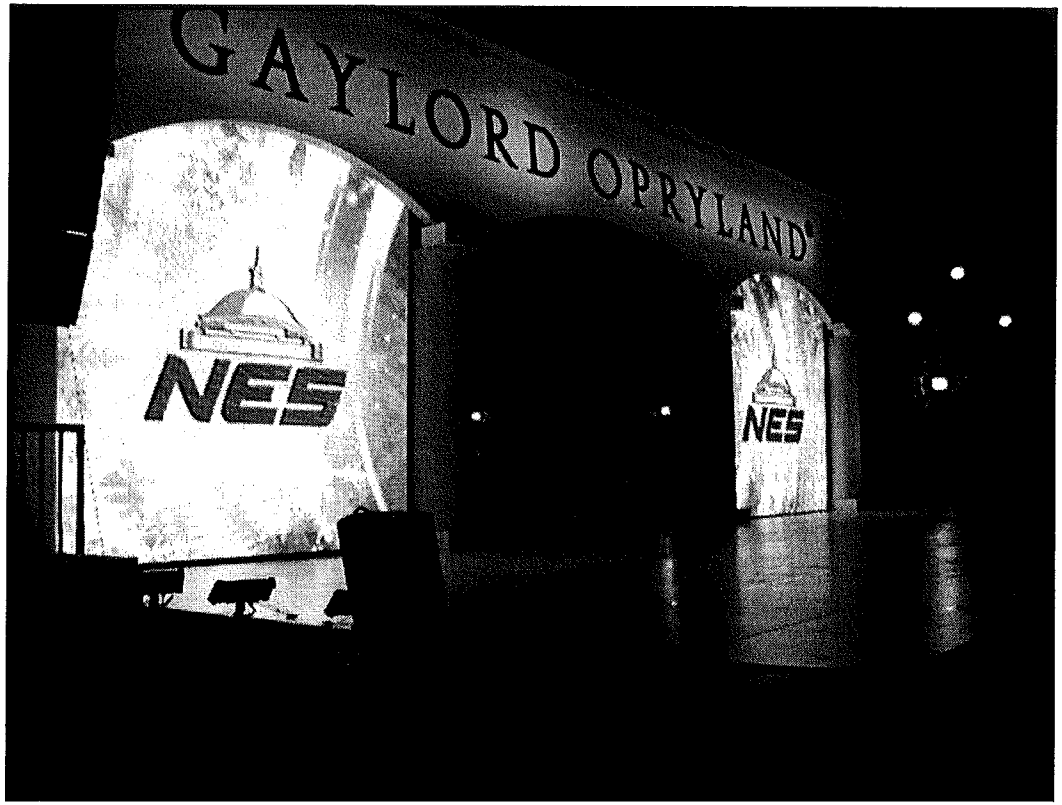
Program Elements



On-Site Exposure



Lighting Ceremony – On-Site Exposure

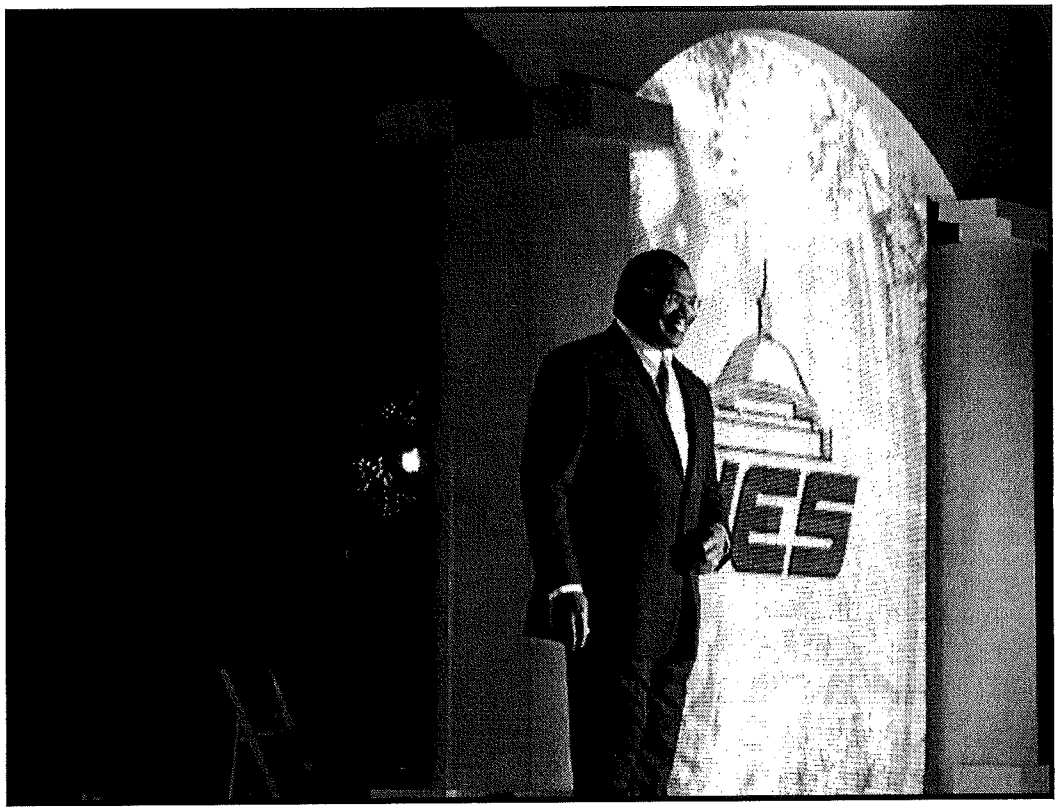


On-stage Signage

NES

GAYLORD ENTERTAINMENT

Lighting Ceremony – On-Site Exposure

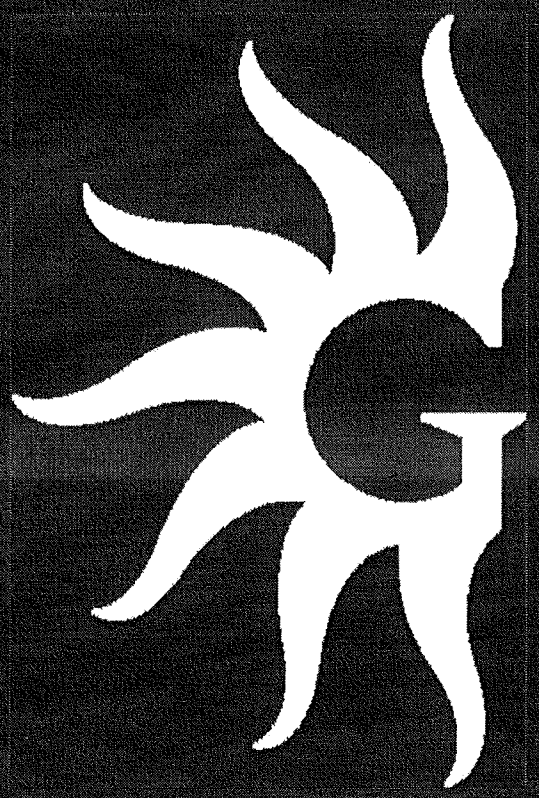


On-stage Recognition Announcement

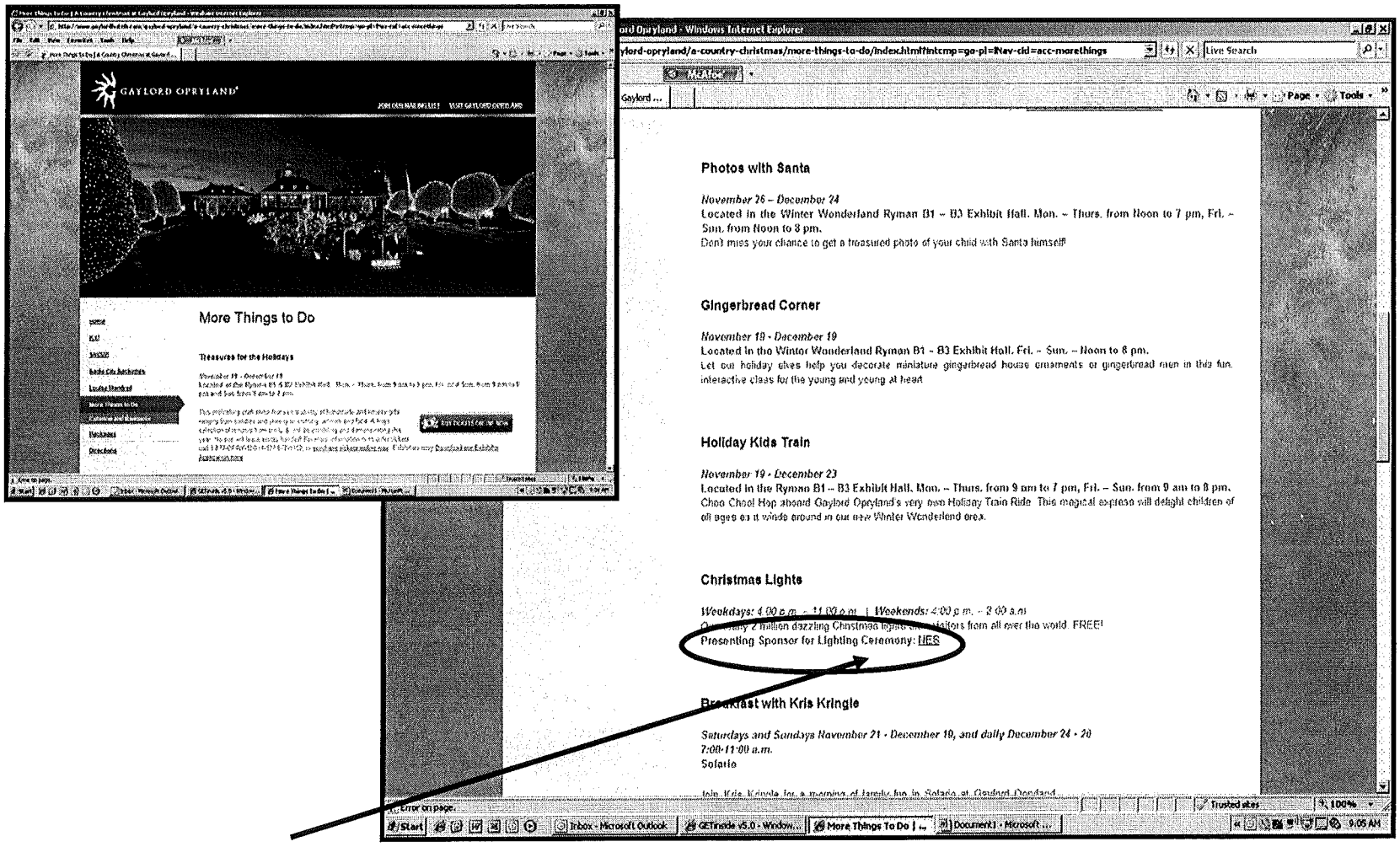
NES

GAYLORD ENTERTAINMENT

Electronic Exposure



Lighting Ceremony – Electronic Exposure

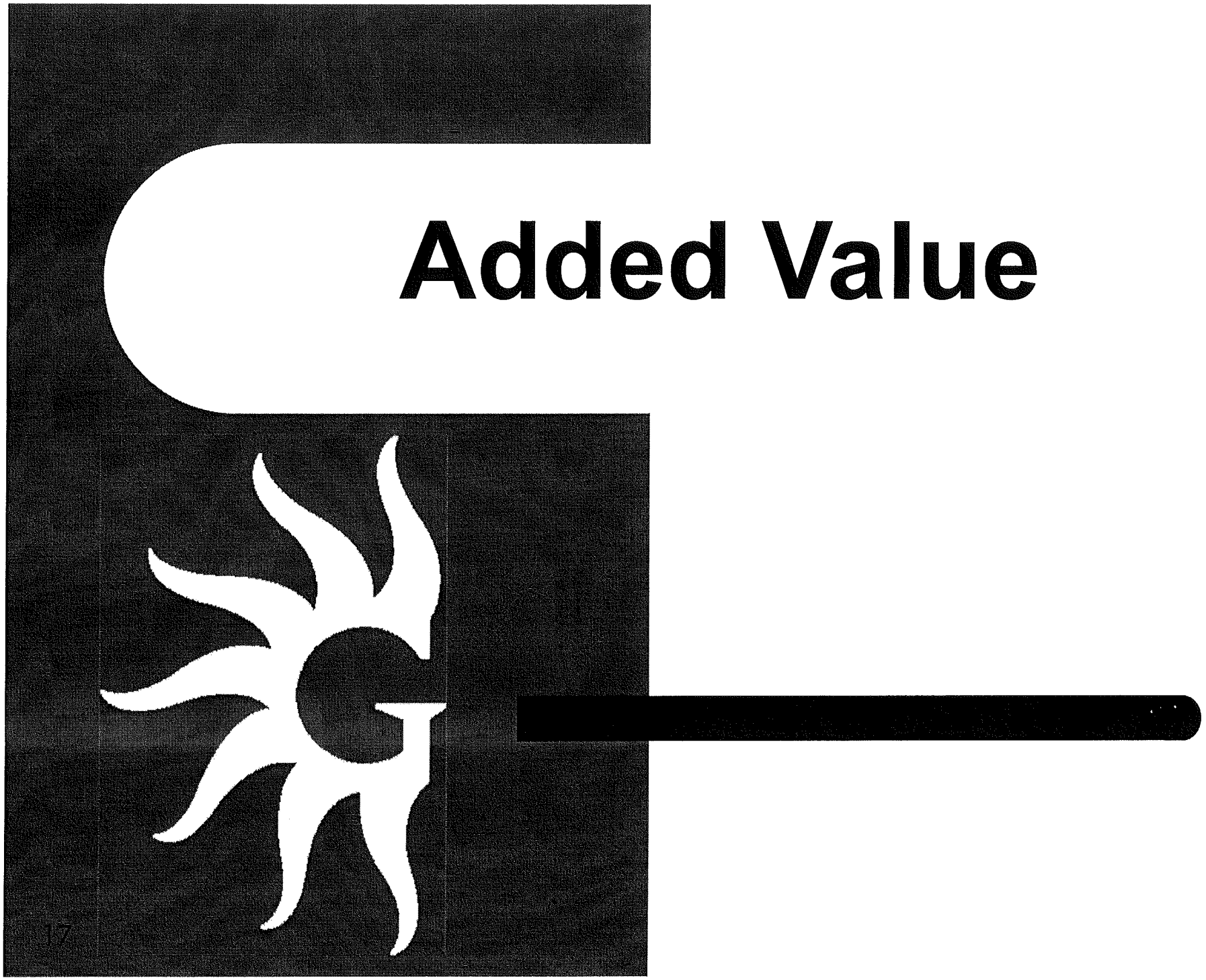


Event Page

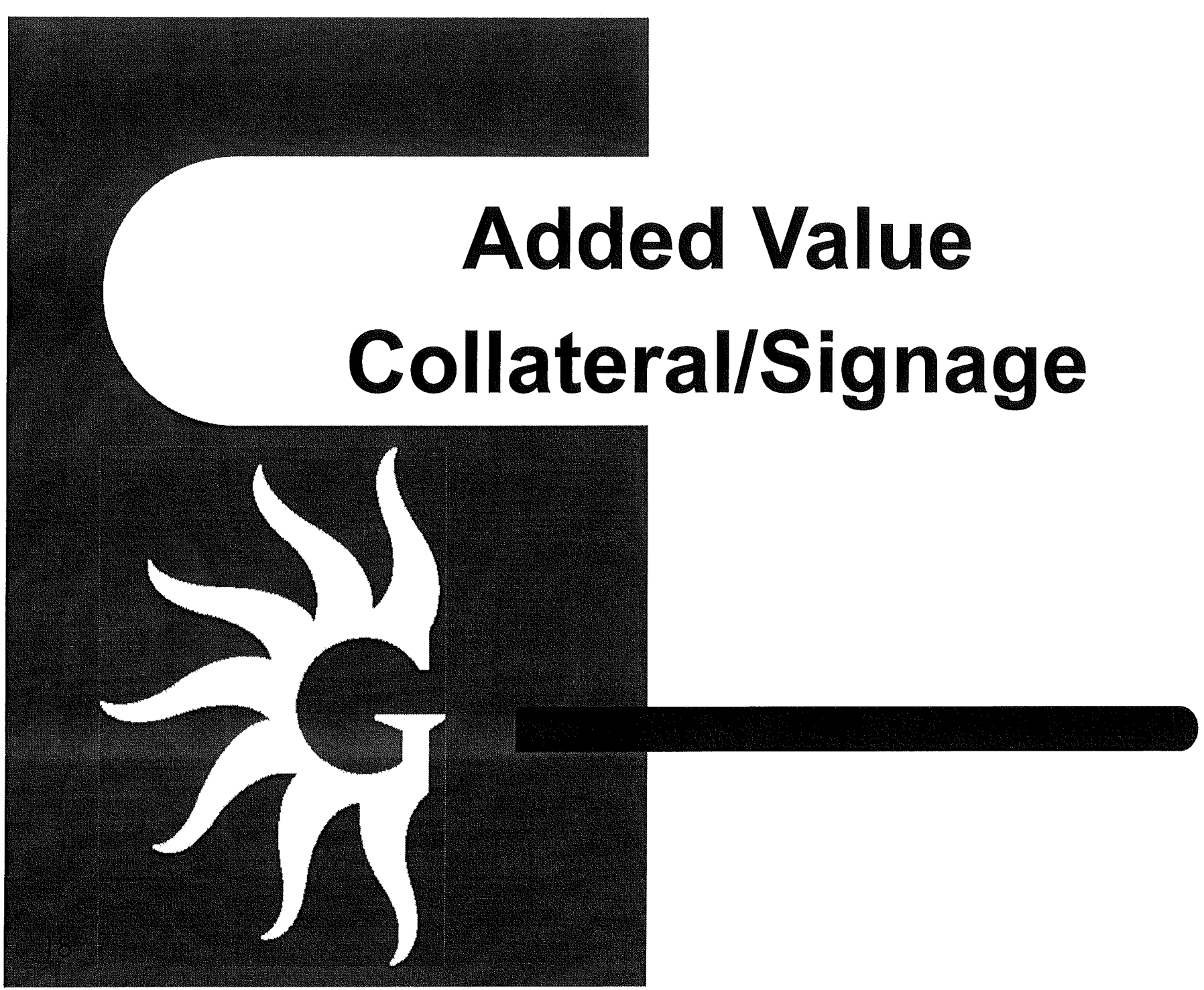
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GAYLORD ENTERTAINMENT

Added Value



Added Value Collateral/Signage



Lighting Ceremony – Collateral/Signage



Entertainment Guide - November

NES

GAYLORD ENTERTAINMENT

Lighting Ceremony – Collateral/Signage



Entertainment Guide - December

NES

GAYLORD ENTERTAINMENT

Hospitality Usage Summary

Hospitality Element	Quantity	Status
Tickets to ICE! at Gaylord Opryland	10	Distributed to Partner for Use
Event tickets to opening night - each invite valid for two	15	Distributed to Partner for Use
Rounds of Golf, Gaylord Springs Golf Links	8	Certificates Sent to Partner for Use

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GAYLORD ENTERTAINMENT

ICE!
at Gaylord Opryland



Marketing Evaluation – Summary

- Total Partnership Value

Event	Tangible Value	Intangible Value	Total Hospitality	Total Sponsorship Value
2010 ICE! at Gaylord Opryland Sponsorship Program	$23,654	$23,654	$14,575	**$61,883**
2010 ICE! at Gaylord Opryland Sponsorship Program - Added Value	$1,271	$1,271	$0	**$2,541**
Total Sponsorship Value				**$64,424**
Total Marketing Investment by NES	**$40,000**			
Return on Investment for Sponsorship Program	**1.55**			
Return on Investment for Sponsorship Program	**1.61**			

Total Event Attendance

- **2010 ICE! Attendance: 142,879**
- **2009 ICE! Attendance: 167,535**
- **2008 ICE! Attendance: 155,041**
- **2007 ICE! Attendance: 173,545**
- **2006 ICE! Attendance: 148,015**
- **2005 ICE! Attendance: 121,680**
- **2004 ICE! Attendance: 115,277**

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation – Detail

Marketing Element	Quantity/ Impressions	Description	Sponsor Inclusion	Formula	Value to Partner
On-Site Exposure - ICE!					
Four Winds Digital Signage	321,346	Digital screens throughout Gaylord Opryland & In-room Channel 19	Logo	321,346 x 25% x .005	$402
In-Room Guest Directory Binder Insert - Opryland	190,230	In guest directory Gaylord Opryland	Logo	190,230 x 50% x .005	$476
In-Room Guest Directory Binder Insert - Radisson	19,413	In guest directory Radisson	Logo	19,413 x 50% x .005	$49
In-Room ICE! Video Clip					
Total					**$926**

Marketing Element	Quantity/ Impressions	Description	Sponsor Inclusion	Formula	Value to Partner
Media Exposure - ICE!					
Local TV		Nashville	Logo	$63,126.75 x 5%	$3,156
Print - Newspaper - Local/Regional		Tennessean (Nashville) Friday-Weekend Life & Nashville Scene, Shelbyville Times Gazette, The Saturday Independent, Bowling Green News	Logo	$58,022.50 x 5%	$2,901
Print - Magazine		Family Magazine (Clarksville), City Scope, Getaway Magazine	Logo	$10,000 x 5%	$500
Total					**$6,557**

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation – Detail

Marketing Element	Quantity/ Impressions	Description	Sponsor Inclusion	Formula	Value to Partner
Media Exposure - A Country Christmas (ACC)					
Tennessean Poster Page		Poster Page insert in the Tennessean	Logo	$21,000 x 5%	$1,050
Print - Magazine - Local/Regional		Birmingham Parent, League Link (Jr. League of Nashville), Memphis Parent, Nashville/Williamson/Rutherford/Sumner Parent	Logo	$84,785 x 5%	$4,239
Total					**$5,289**
Marketing Element	**Quantity/ Impressions**	**Description**	**Sponsor Inclusion**	**Formula**	**Value to Partner**
Collateral/Signage - ICE!					
Duratrans - Hotel	321,346	Backlit signs - located at Gaylord Opryland (TIS Sales, Cascades Atrium, Magnolia Lobby)	Logo	321,346 x 50% x .005	$803
Pole Banners	321,346	Opryland Hotel	Logo	321,346 x 50% x .005	$803
Pole Banners	99,513	Opry Plaza	Logo	99,513 x 50% x .005	$249
Elevator Posters	321,346	Event Posters placed in Hotel Elevators (minimum of 10)	Logo	321,346 x 50% x .005	$803
Entrance ICE! Sponsor Wall - Interior	142,879	Exhibit Interior Sponsor Entrance Sign - ICE Sculpture	Logo	142,879 x 75% x .01	$1,072
Window Cling - Hotel	321,346	Located in Retail Shop Window off Magnolia Lobby at Opryland	Logo	321,346 x 50% x .005	$803
Rockettes Playbill - ICE! Event Ad	99,513	Inclusion in 2 Page Spread in Rockettes Playbill	Logo	99,513 x .005	$498
Rockettes Playbill - Brand Ad	99,513	Full Page Brand ad in Rockettes Playbill	Logo	99,513 x .03	$2,985
8 Panel Brochure (ICE! Event Page)	50,000	Distributed at Travel Centers and in package inquiries	Logo	50,000 x .005	$250
Total					**$8,267**

NES

GAYLORD ENTERTAINMENT

Marketing Evaluation – Detail

Marketing Element	Quantity/ Impressions	Description	Sponsor Inclusion	Formula	Value to Partner
Electronic Exposure - A Country Christmas (ACC)					
Website Inclusion	615,880	Logo inclusion for 4 months on Hotel event web pages with Link	Logo & Link	153,970 unique visitors per month x 4 months x 50% x .005	$1,540
Email communications	430,000	Logo inclusion on weekly Hotel email blasts	Logo	215,000 x 2 email blasts x 50% x .005	$1,075
Total					**$2,615**
Marketing Element	**Quantity/ Impressions**	**Description**	**Sponsor Inclusion**	**Formula**	**Value to Partner**
Hospitality					
ICE! Tickets	90	Run of Exhibit Tickets		90 x $24	$2,160
RCCS Tickets	30	Radio City Christmas Spectacular Starring the Rockettes - Opening Night		30 people x $84	$2,520
ICE Tickets	30	ICE! Tickets - Opening Night		30 people x $24	$720
Dinner Show	25	Louise Mandrell's Dinner & Show tickets		25 x $70	$1,750
Room Night	25	Valid for Room, Taxes & Resort Fee at Gaylord Opryland		25 x $279	$6,975
Parking Passes	25	Gaylord Opryland Parking Passes		25 x $18	$450
Total Hospitality					**$14,575**
Total Tangible Value					**$23,654**
Total Intangible Value					**$23,654**
Total Hospitality					**$14,575**
TOTAL PROGRAM VALUE TO NES					**$61,883**

NES

GAYLORD ENTERTAINMENT

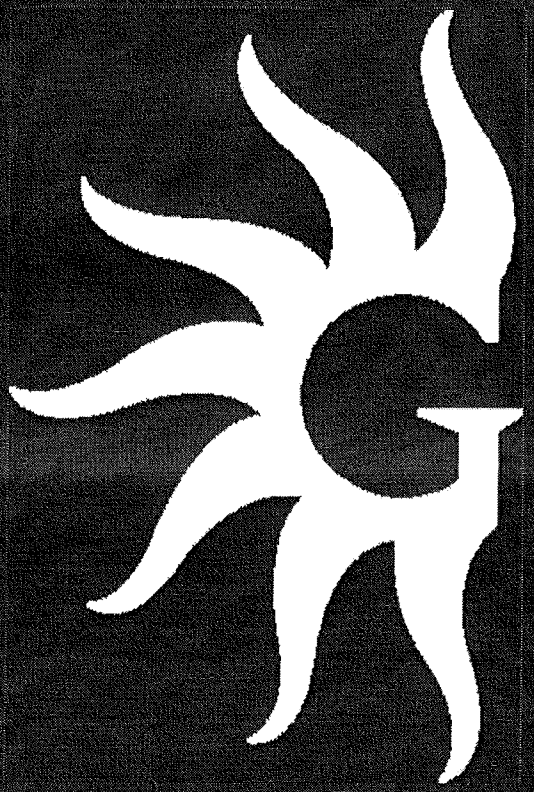
Marketing Evaluation – Detail

Added Value Elements					
Marketing Element	**Quantity/ Impressions**	**Description**	**Sponsor Inclusion**	**Formula**	**Value to Partner**
Added Value - Collateral/Signage (ICE!)					
Window Cling	23,309	General Jackson Showboat	Logo	23,309 x 50% x .005	$58
22 x 28 Poster	321,346	Displayed at Opryland Hotel near the Travel Industry Sales Office (TIS)	Logo	321,346 x 50% x .005	$803
Poster	23,309	Displayed in the Victorian Theater on the General Jackson	Logo	23,309 x 50% x .005	$58
22 x 28 Poster	99,513	Displayed at Opry Plaza	Logo	99,513 x 50% x .005	$249
Hall of Trees Program	20,103	ICE! 2-Page Ad	Logo	20,103 x .005	$101
Table Tents	300	Table Tents used at Applebee's within the Radisson Hotel	Logo	300 x .005	$2
Total					**$1,271**
Tangible Total of Added Value					**$1,271**
In-tangible Total of Added Value					**$1,271**
Total Added Value to Partner					**$2,541**
Grand Total Value of Sponsorship					**$64,424**

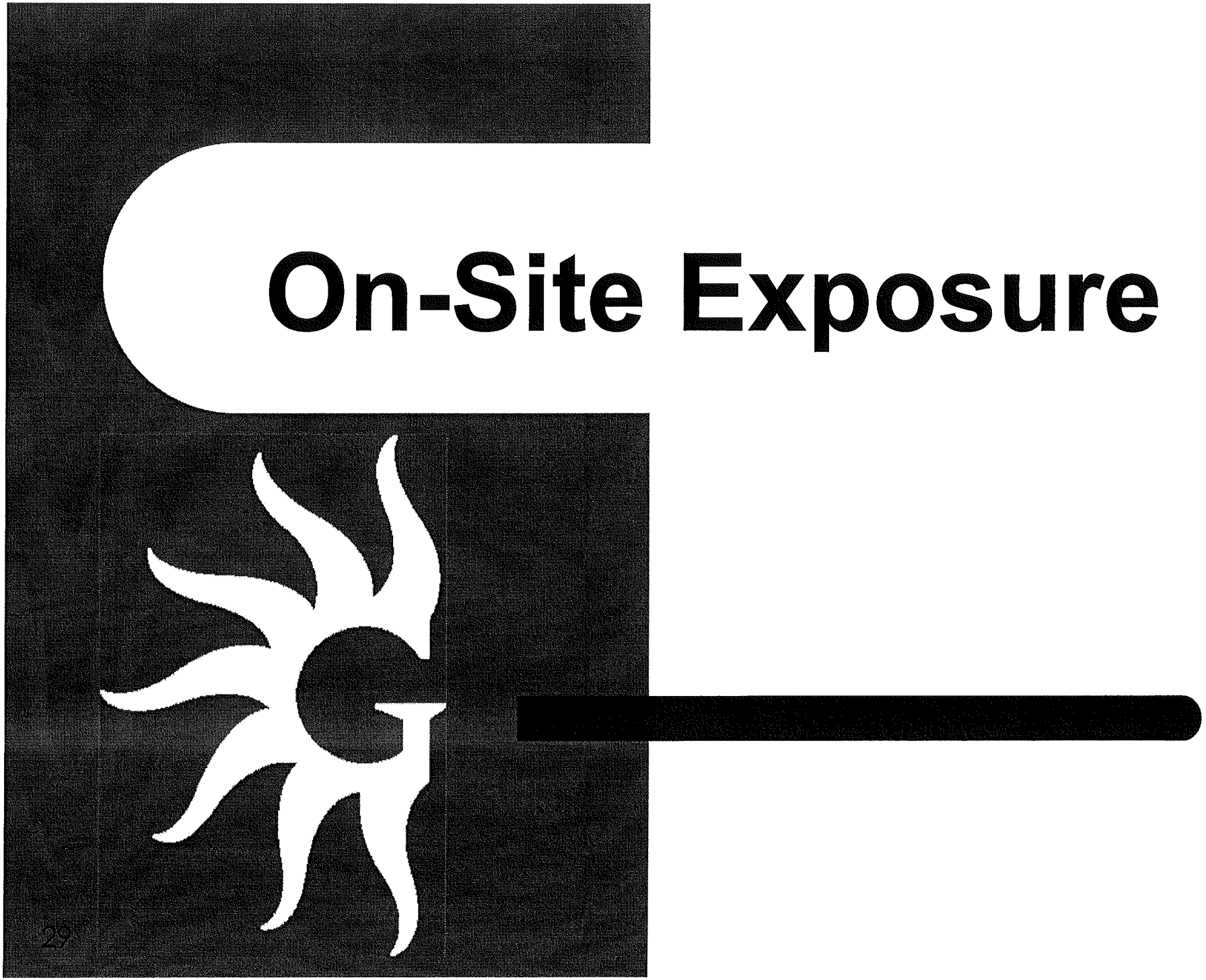
NES

GAYLORD ENTERTAINMENT

Program Elements



On-Site Exposure



ICE! at Gaylord Opryland – On-site Exposure



Four Winds Digital Signage

(Digital screens throughout Gaylord Opryland and in-room channel 19)

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – On-Site Exposure



In-Room Guest Directory

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – On-Site Exposure

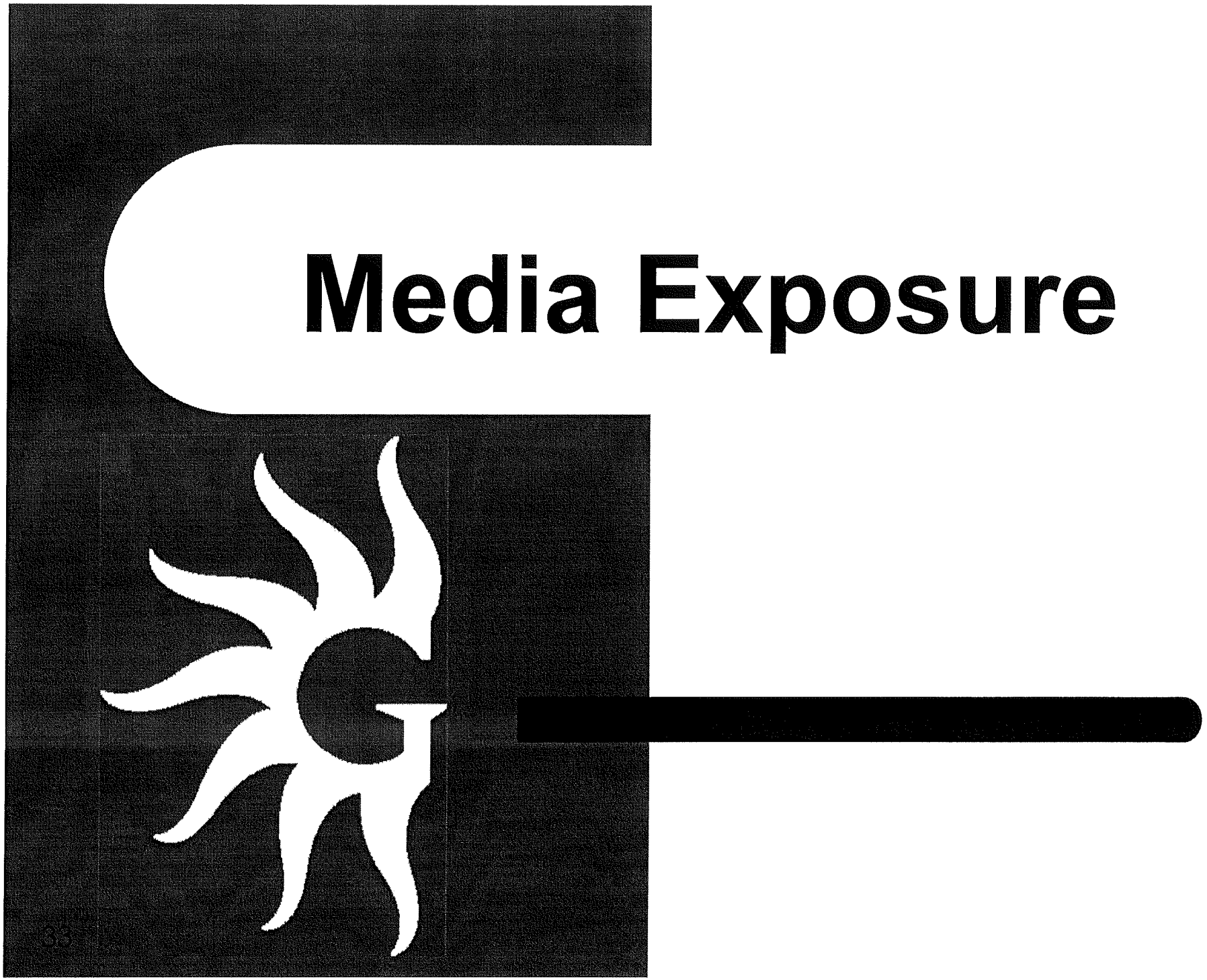


In-Room ICE Video Clip

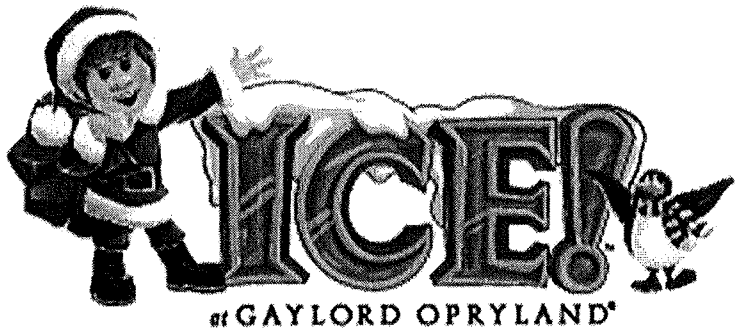
NES

GAYLORD ENTERTAINMENT

Media Exposure



ICE! at Gaylord Opryland – Media Exposure



TV – :30 Spot

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure

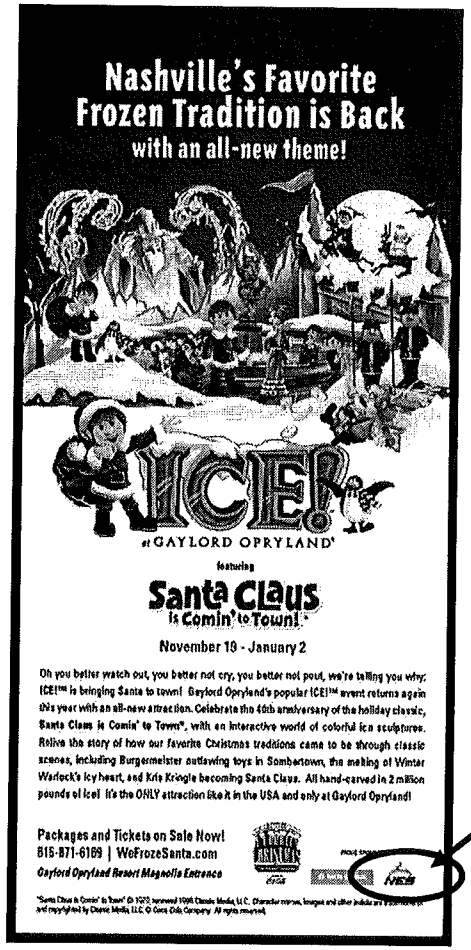


Print – Nashville Scene

NES

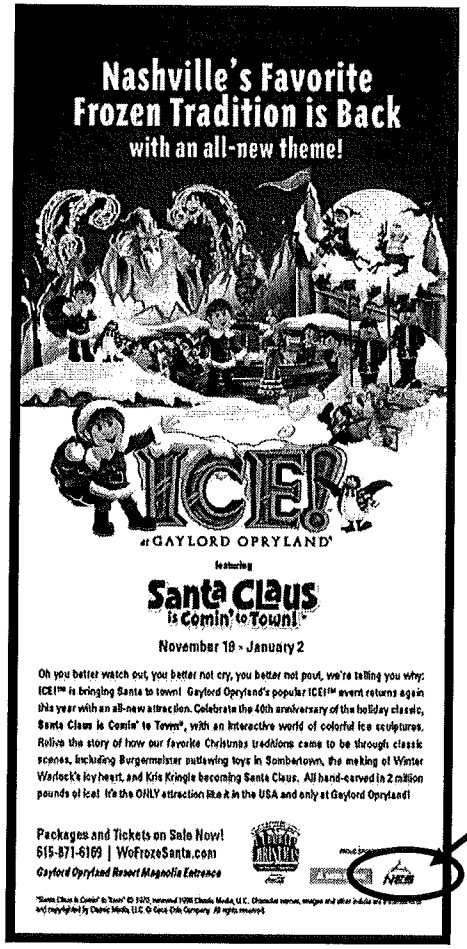
GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – The Tennessean – Weekend Life
November 12, 2010

ICE! at Gaylord Opryland – Media Exposure



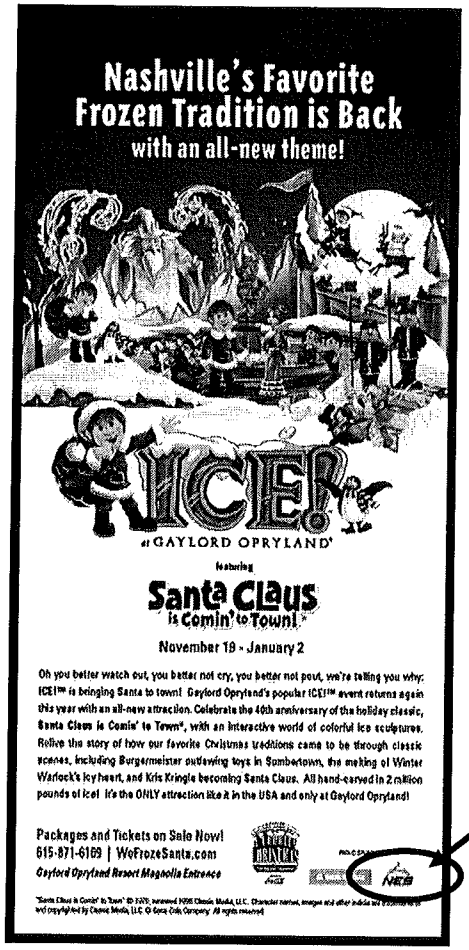
Print – The Tennessean – Weekend Life

November 19, 2010

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure

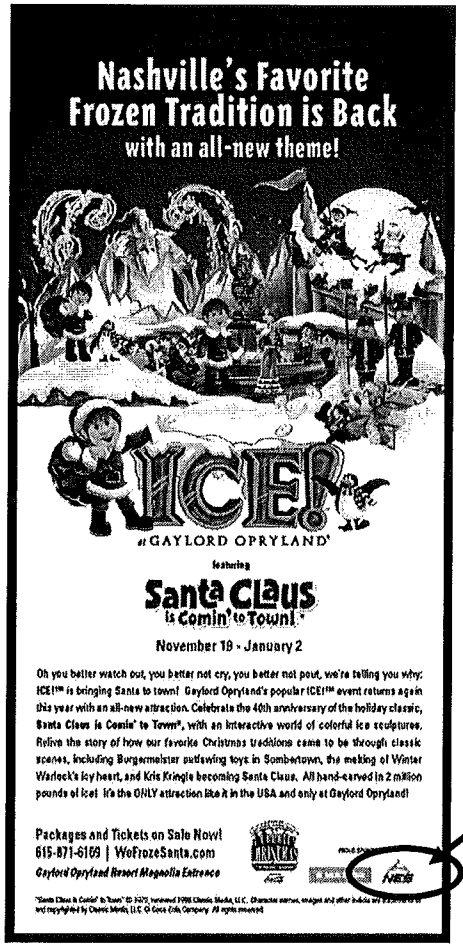


Print – The Tennessean – Weekend Life
November 26, 2010

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – The Tennessean – Weekend Life

December 3, 2010

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – Shelbyville Times Gazette – Newspaper Ad

ICE! at Gaylord Opryland – Media Exposure





Print – Shelbyville Times Gazette – Newspaper Ad

NES

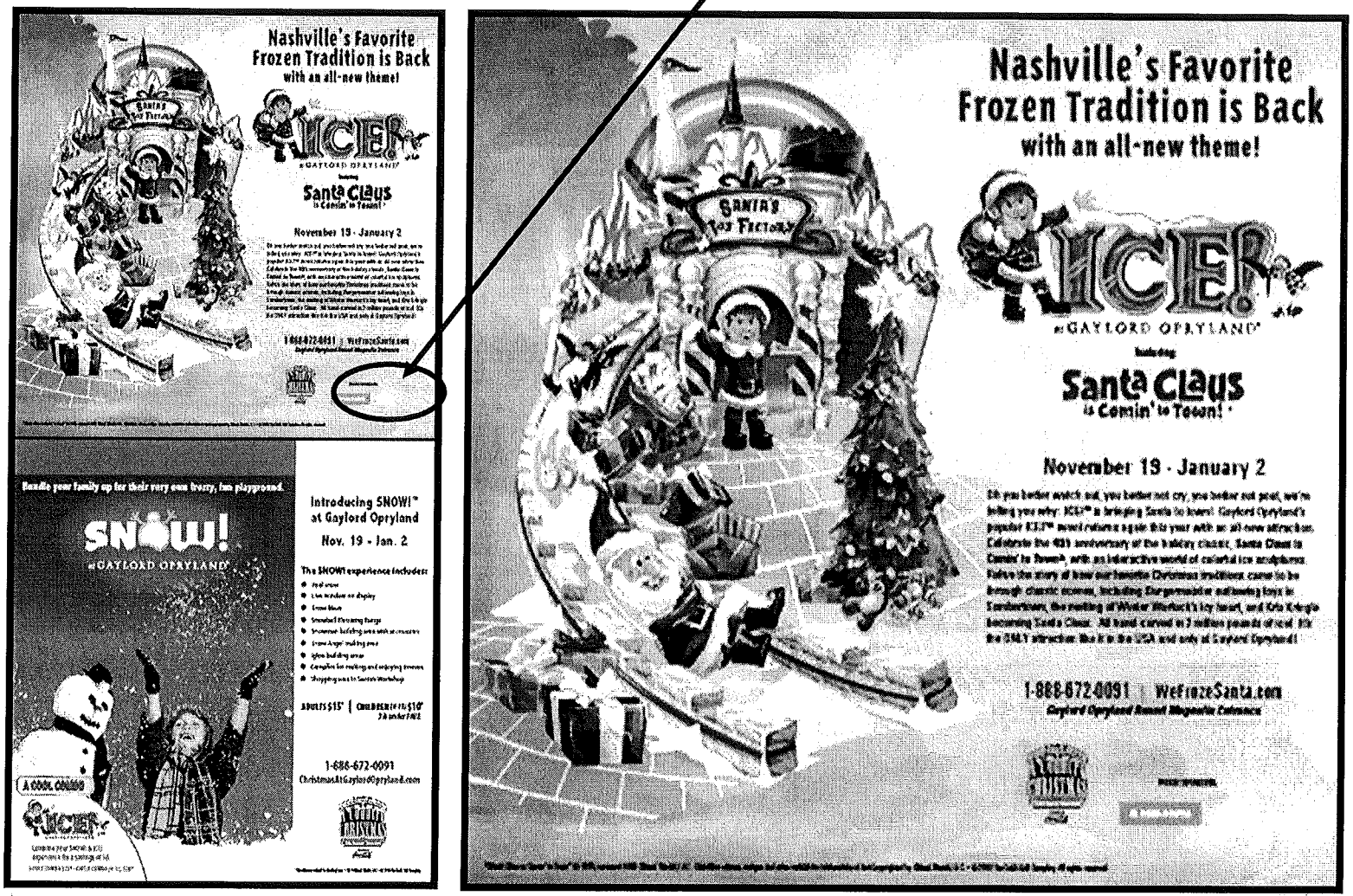
GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – Shelbyville Times Gazette (Dec) – Newspaper Ad

ICE! at Gaylord Opryland – Media Exposure

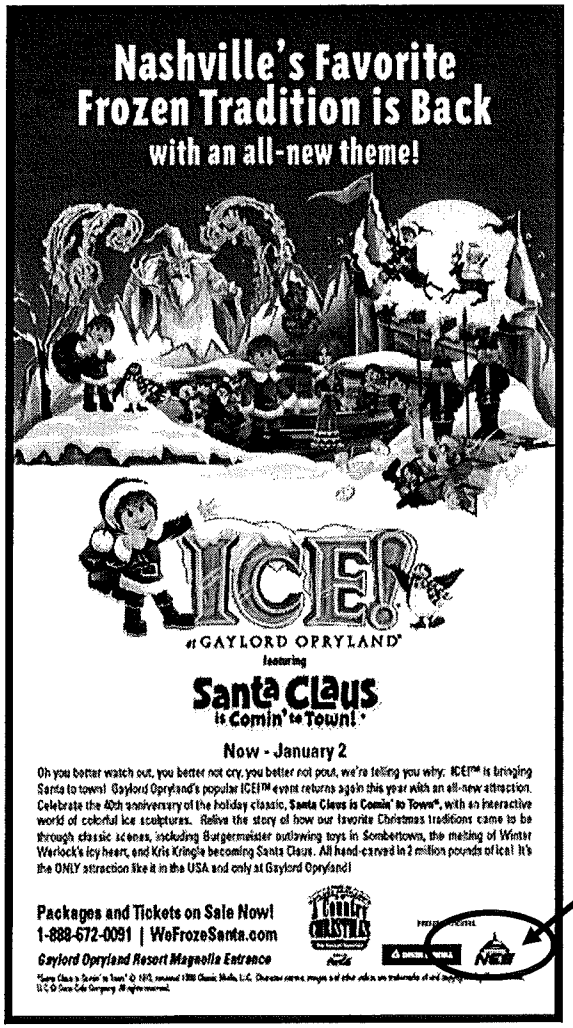


Print – The Saturday Independent – Newspaper Ad

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – Bowling Green Daily News – Newspaper Ad

NES

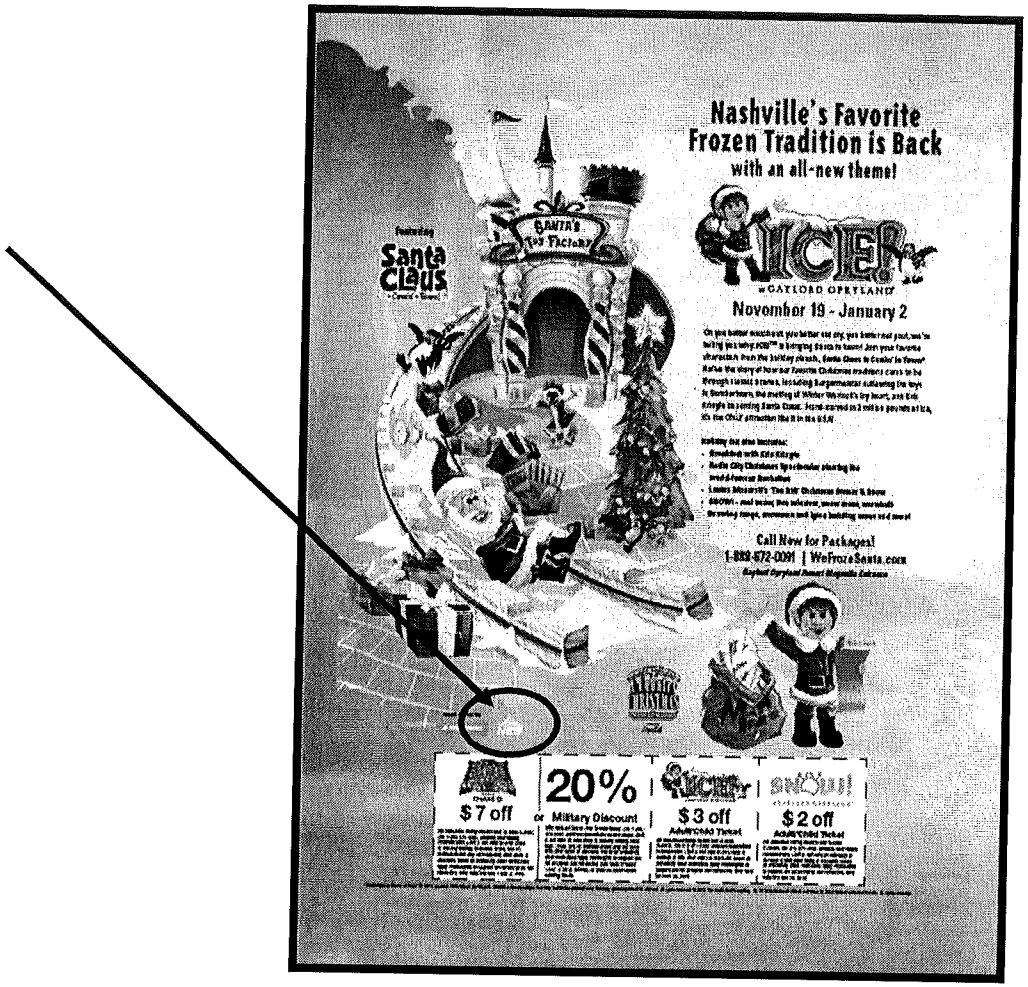
GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – Family Magazine Clarksville (Nov) – Magazine Ad

ICE! at Gaylord Opryland – Media Exposure



Print – Family Magazine Clarksville (Dec) – Magazine Ad

ICE! at Gaylord Opryland – Media Exposure



Print – City Scope – Magazine Ad

NES

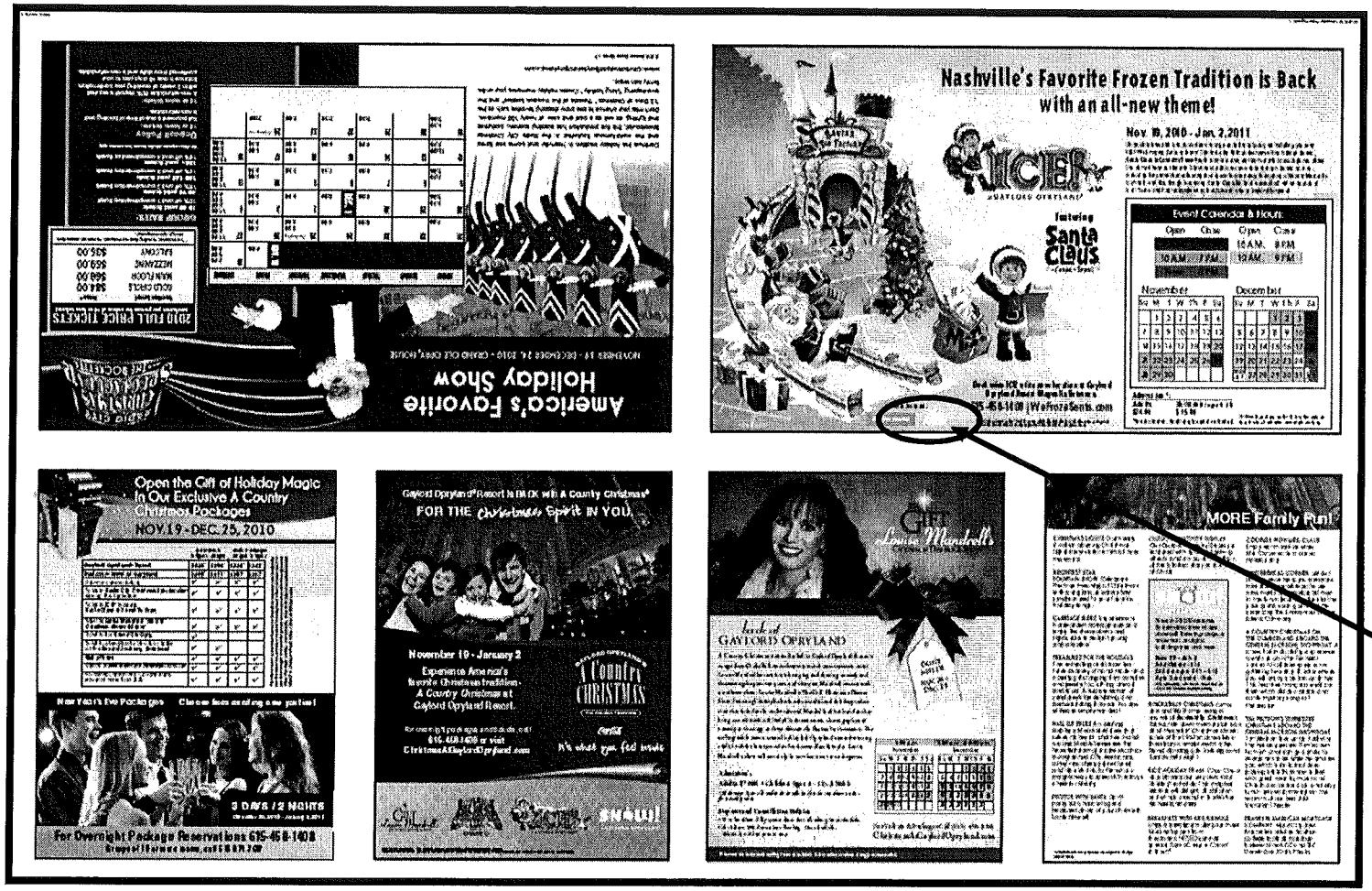
GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Media Exposure



Print – Getaway Magazine – Magazine Ad

ICE! at Gaylord Opryland – Media Exposure



Print – The Tennessean – Poster Page

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure

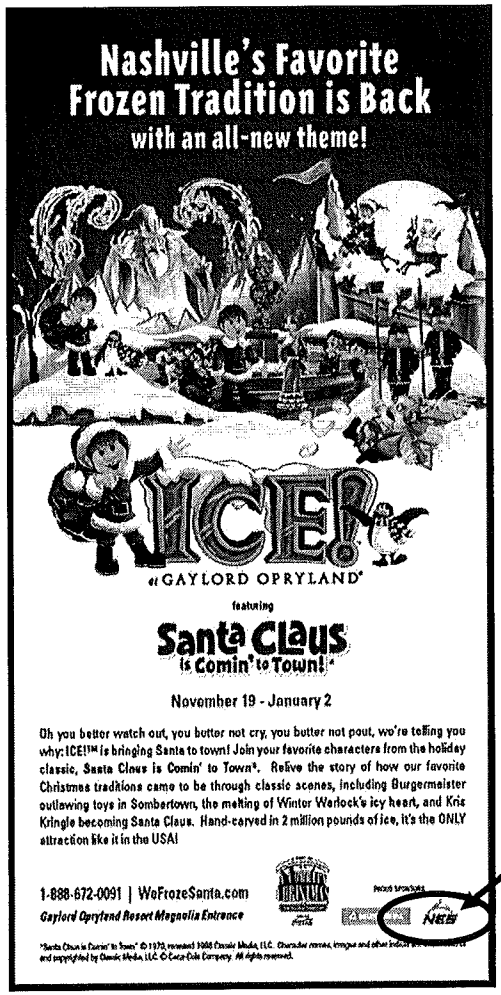


Print – Birmingham Parent Magazine

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure



Print – Knoxville News Sentinel

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure



Print – Memphis Parent Magazine

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure

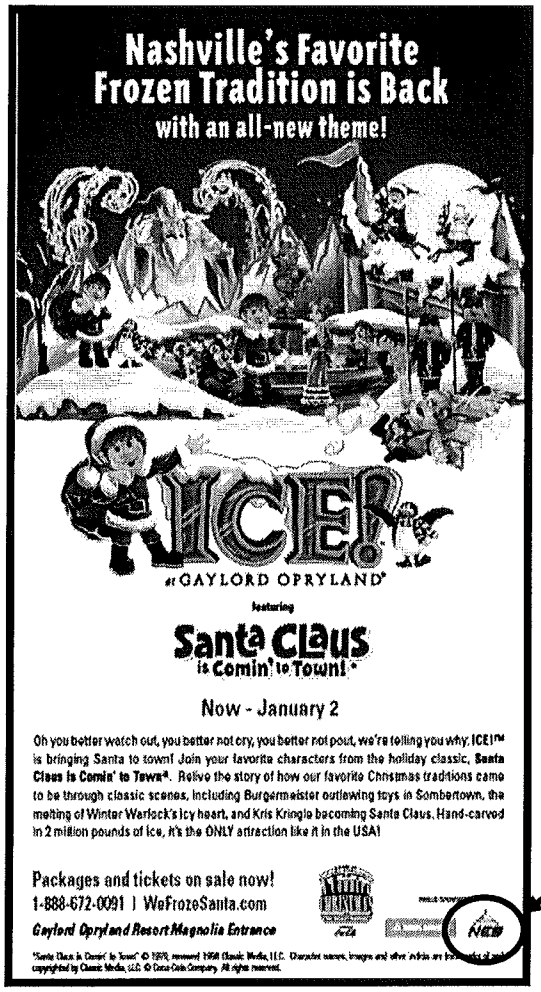


Print – Memphis Commercial Appeal

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure



Print – Chattanooga Times

NES

GAYLORD ENTERTAINMENT

A Country Christmas – Media Exposure

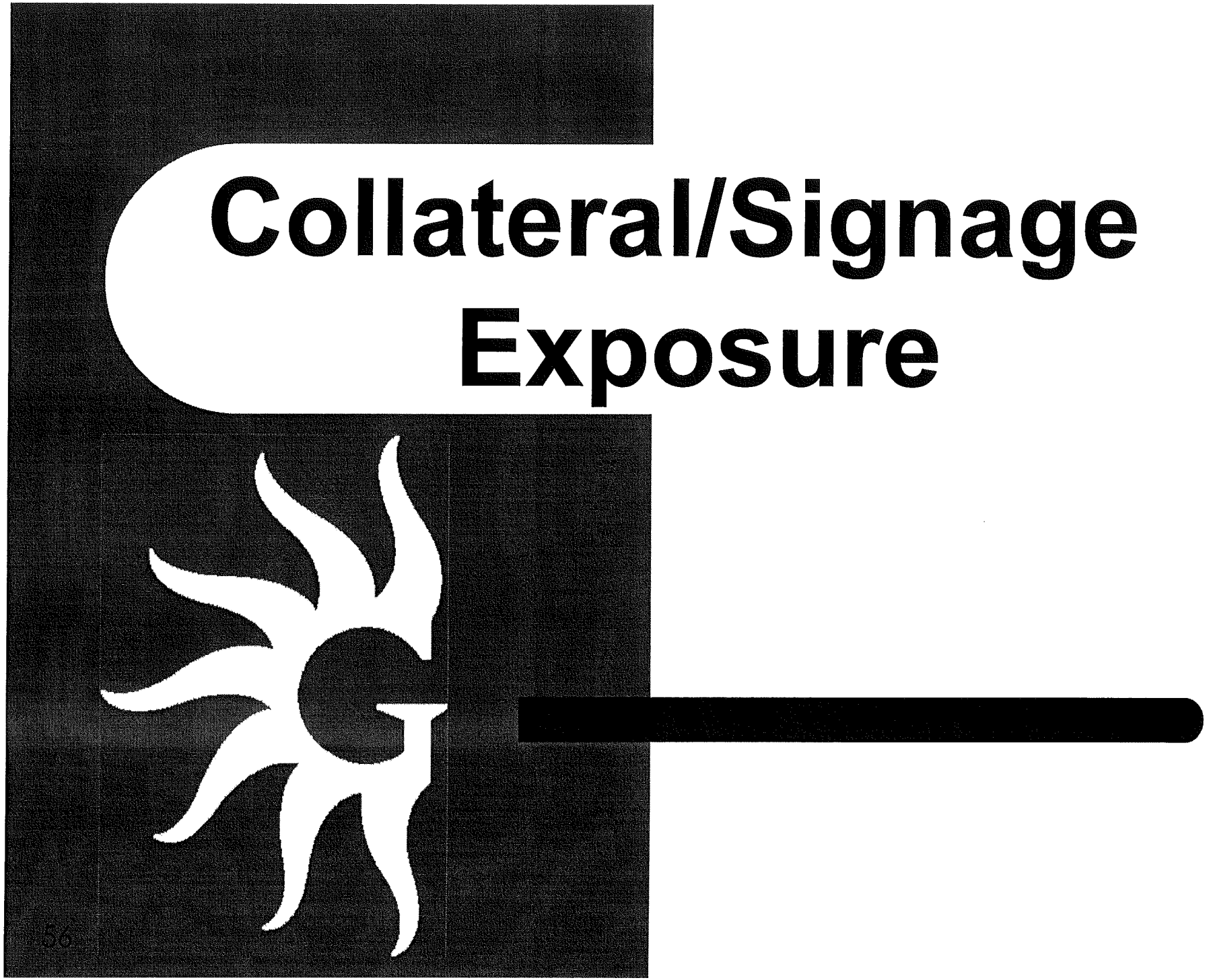


Leisure Group Sales - Brochure

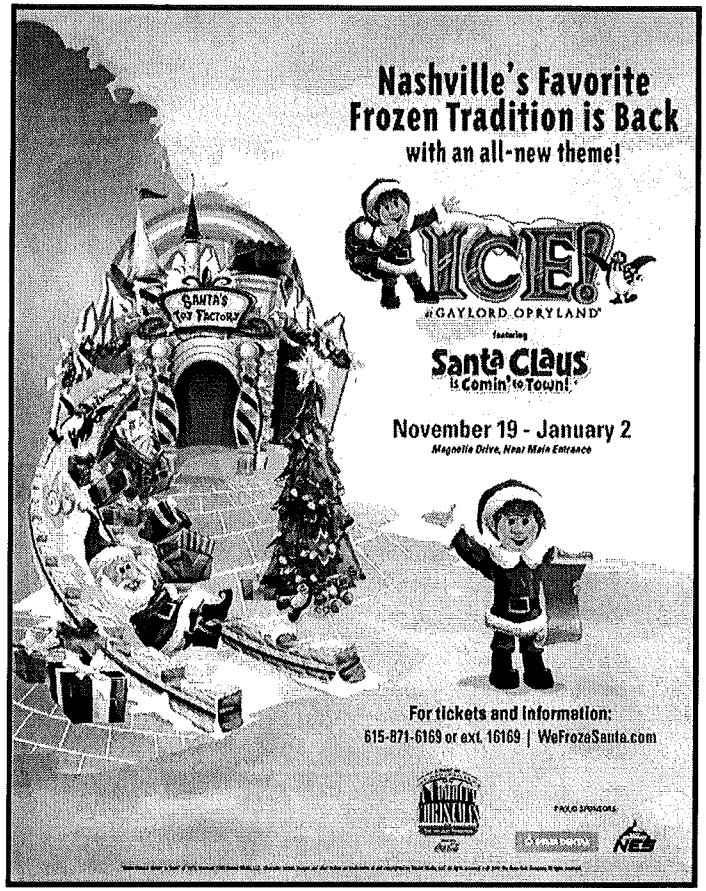
NES

GAYLORD ENTERTAINMENT

Collateral/Signage Exposure



ICE! at Gaylord Opryland – Collateral/Signage





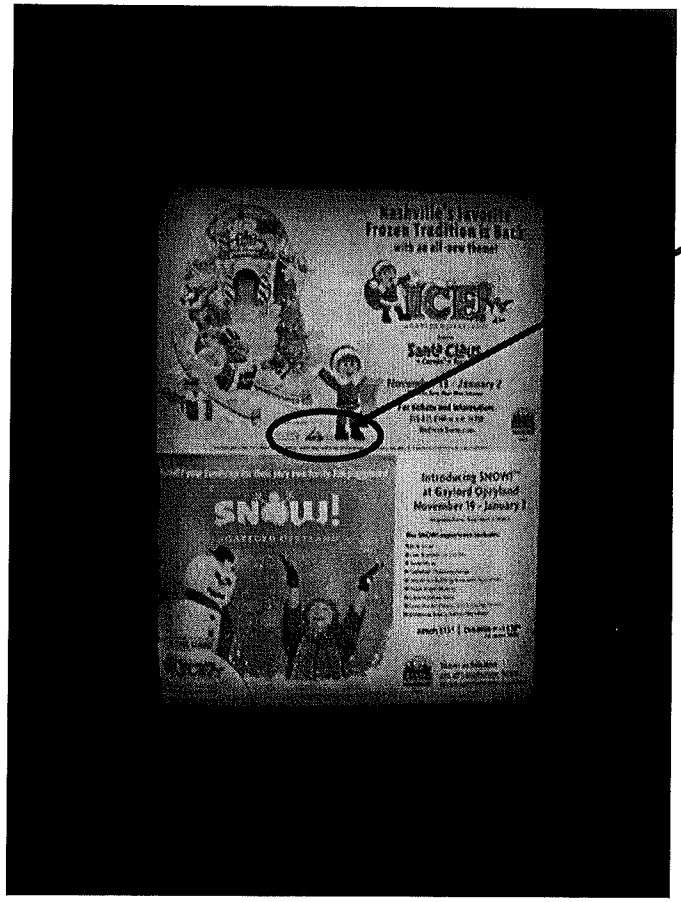
Hotel Duratran – Cascades Elevator

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage



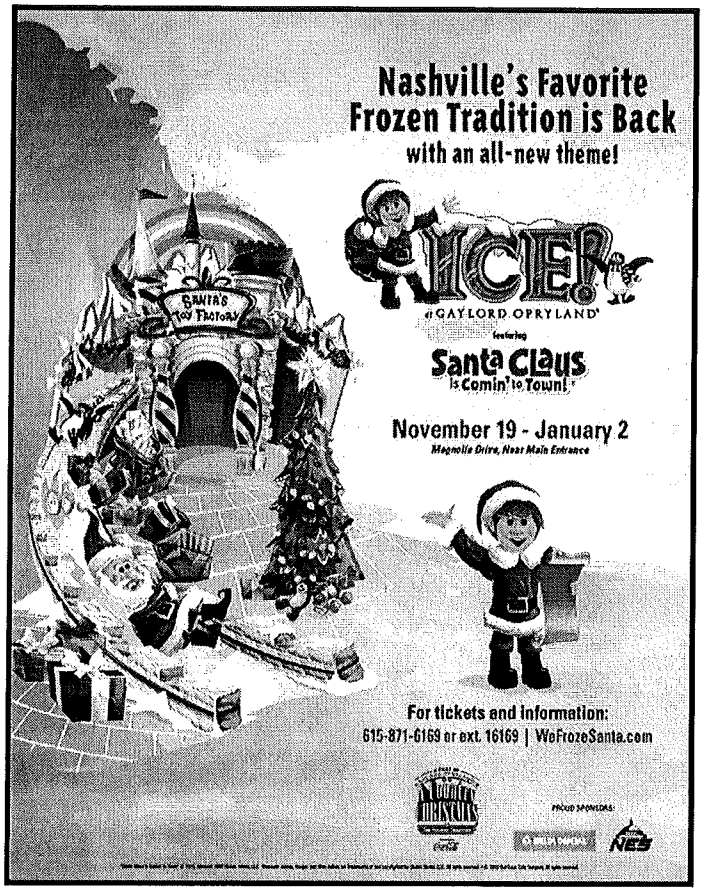


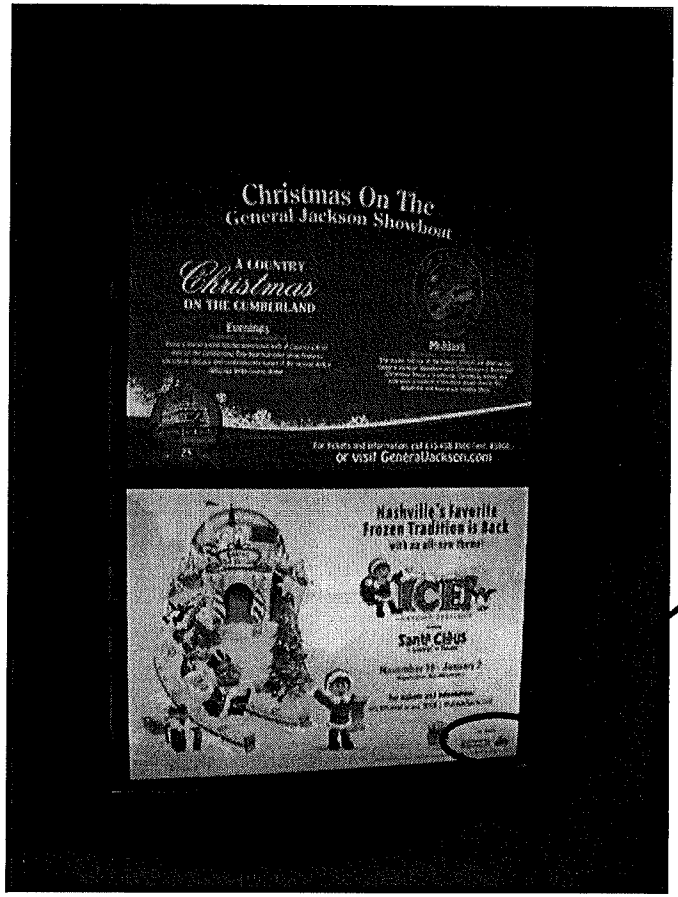
Hotel Duratran – Magnolia Lobby

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage



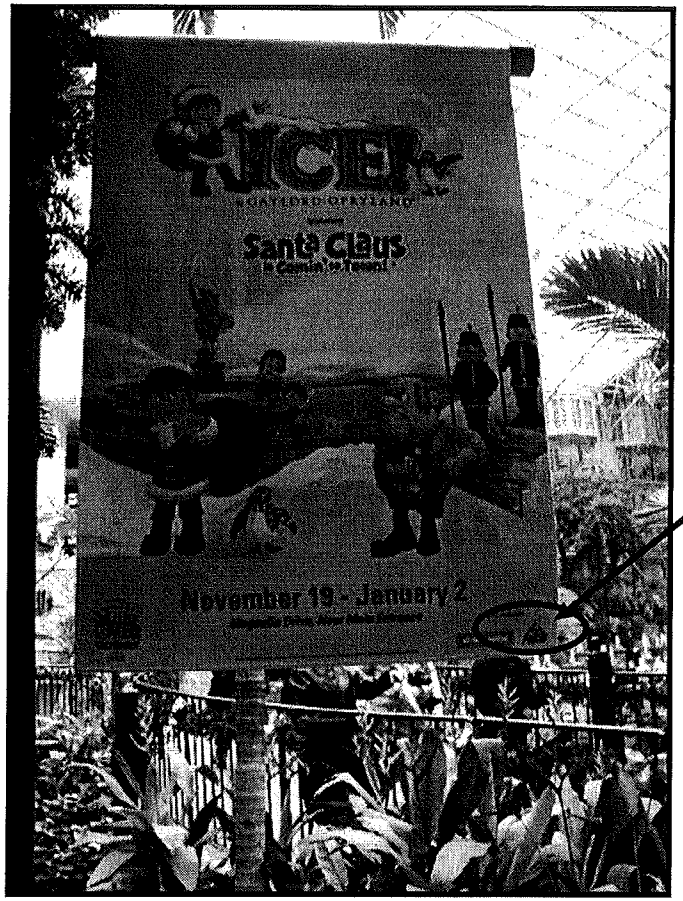


Hotel Duratran – Garden Conservatory

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage

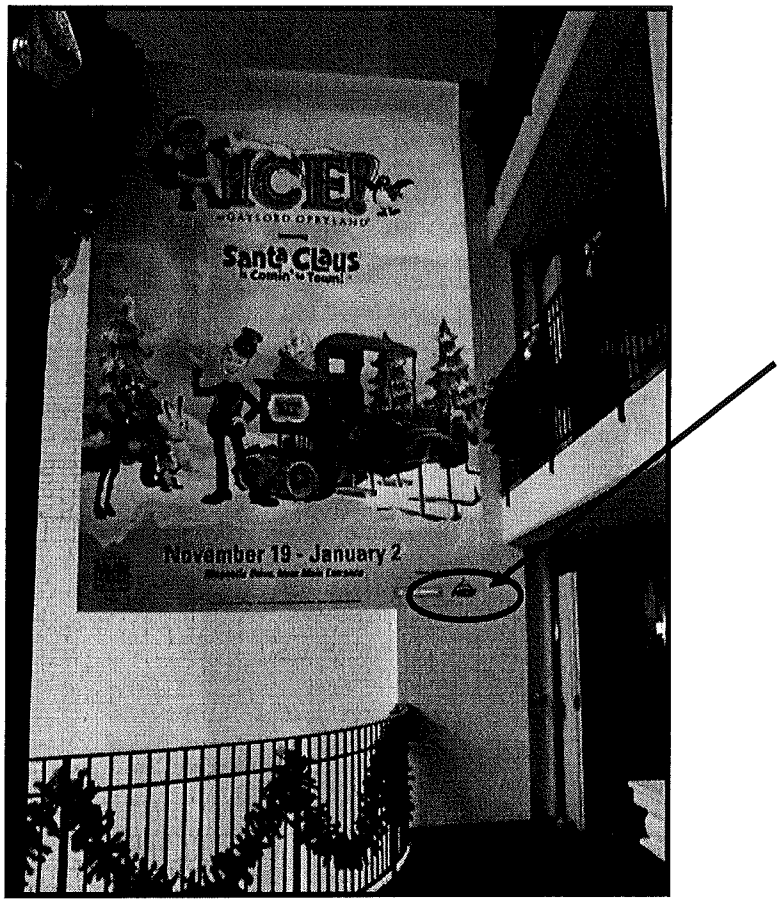


Pole Banner

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage

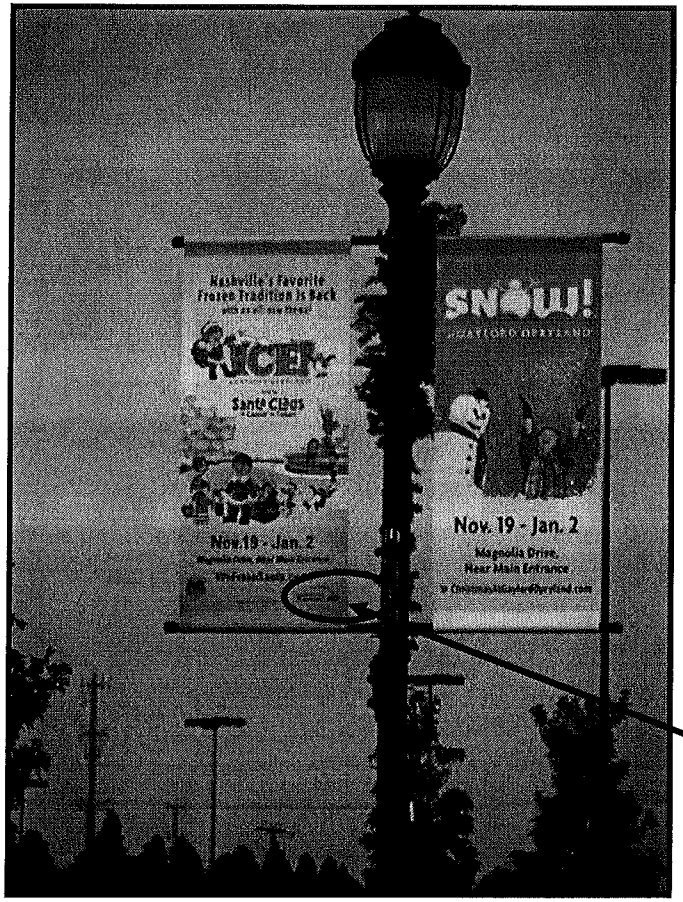


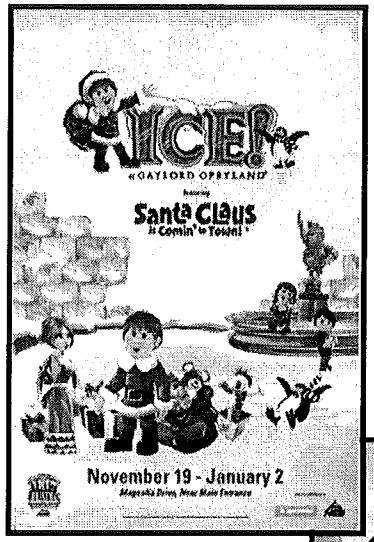
Pole Banner

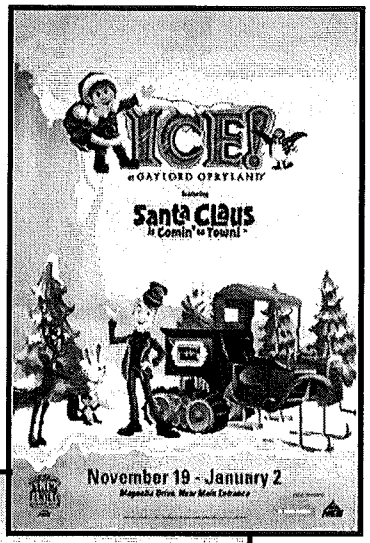
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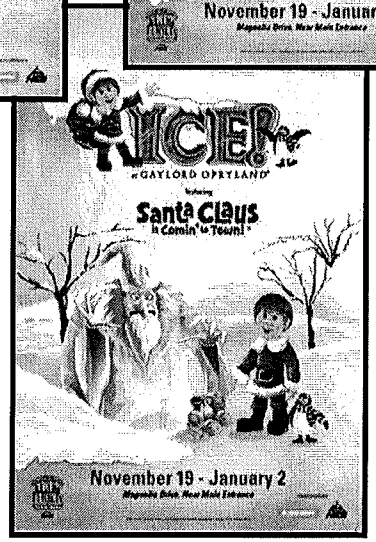
GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage







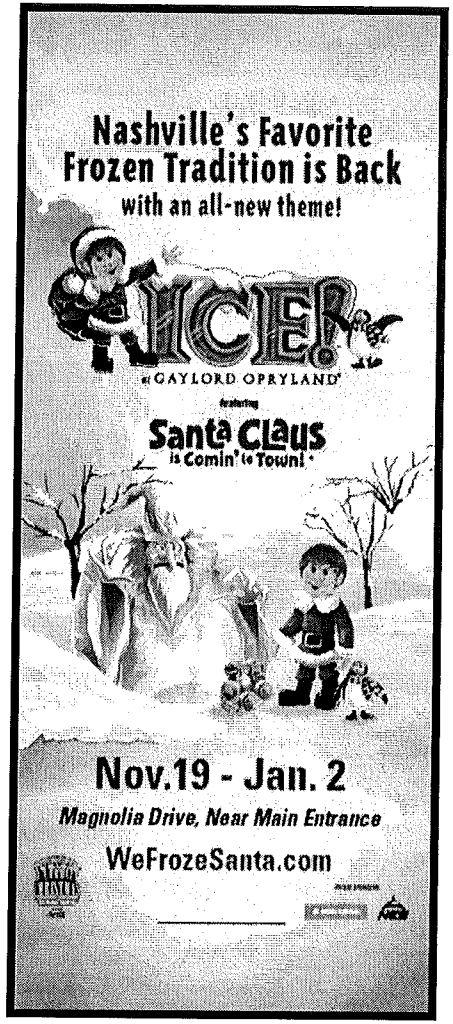


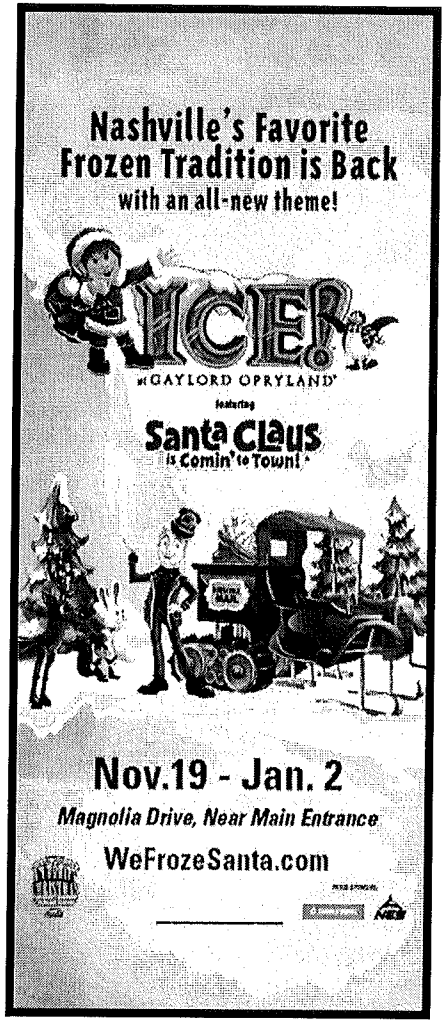
Exterior Pole Banners Magnolia Drive – Near Main Hotel Entrance

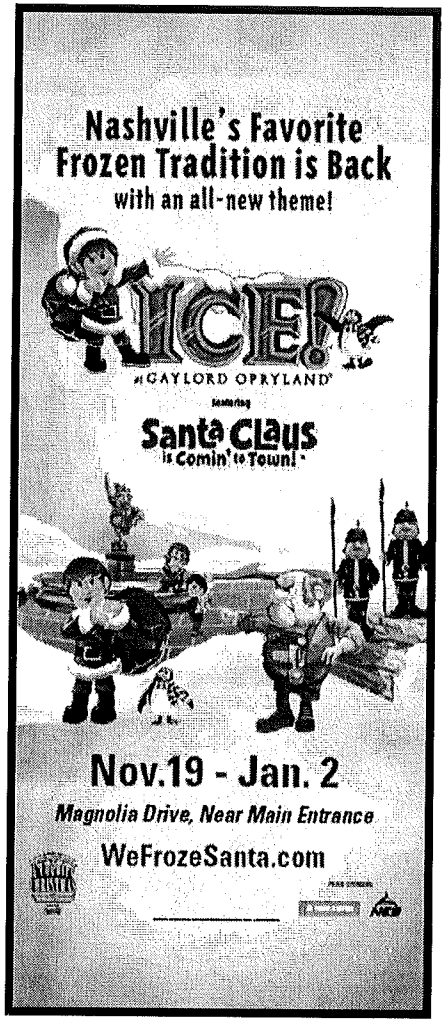
NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage





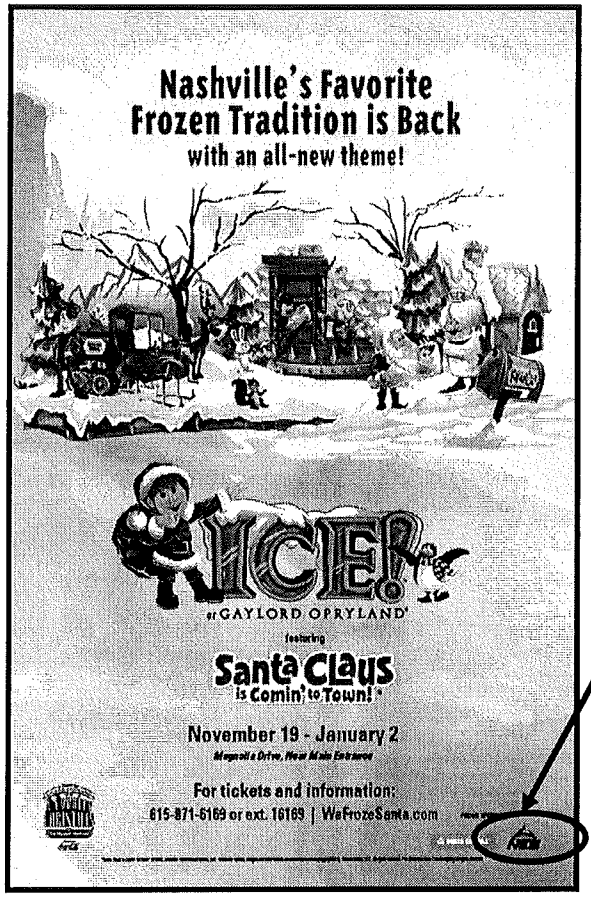


Pole Banners – Opry Plaza

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage



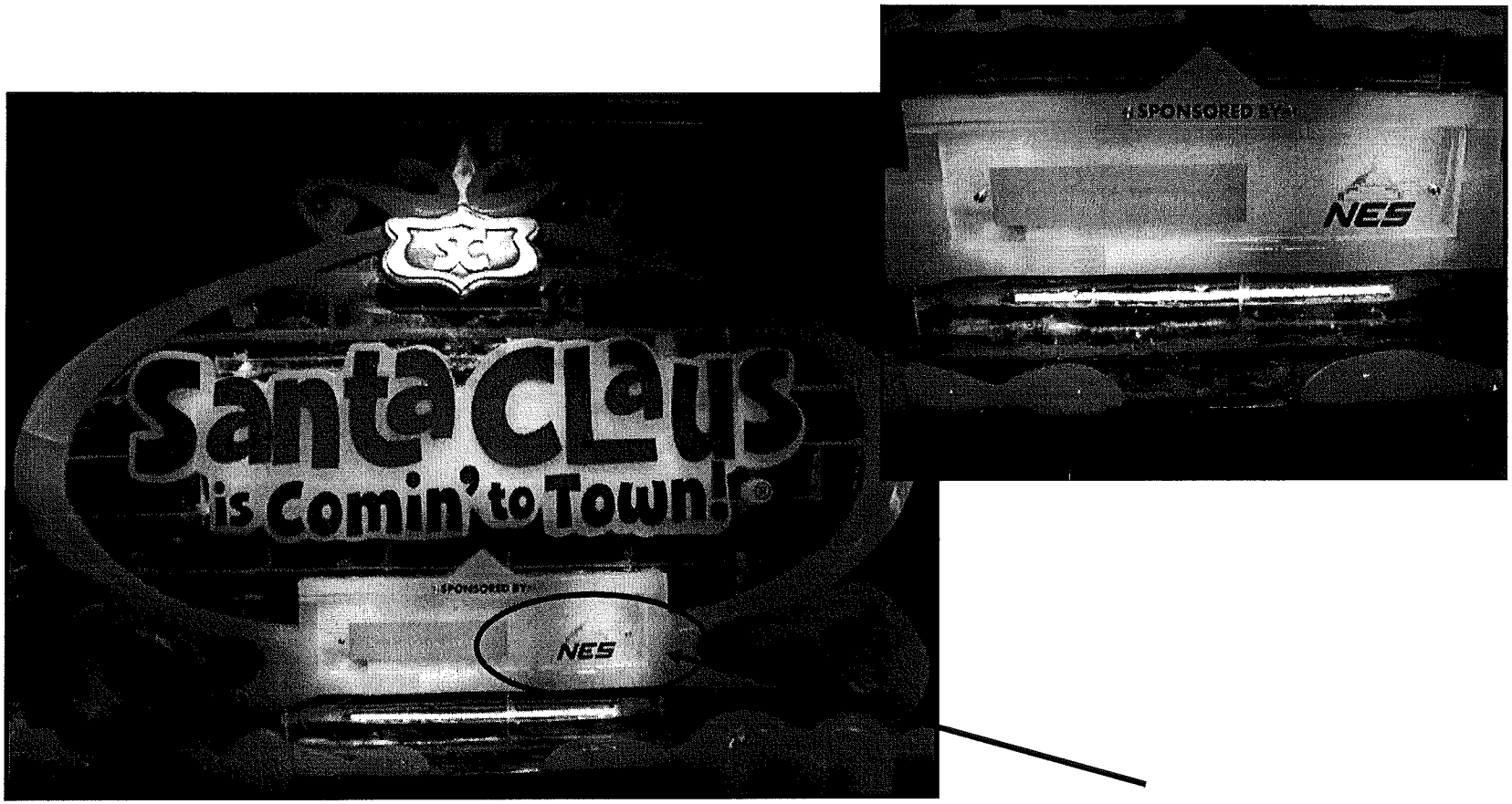


Elevator Posters

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Collateral/Signage



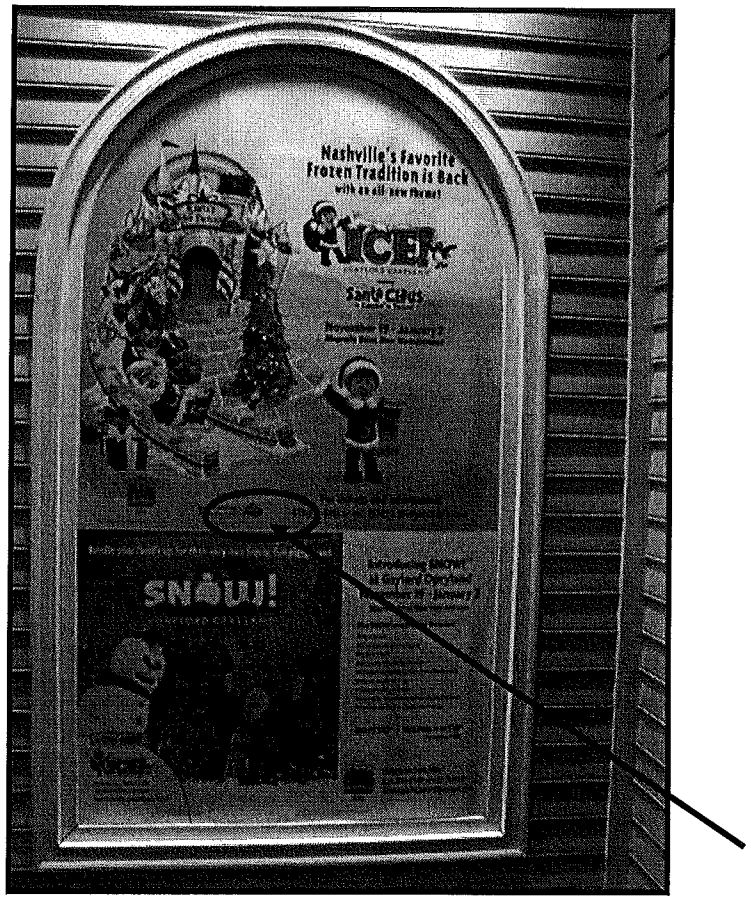
ICE! Interior Entrance Sponsor Wall

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ICE! at Gaylord Opryland – Collateral/Signage





Ramon's Window Cling

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ICE! at Gaylord Opryland – Collateral/Signage



Rockettes Playbill – ICE! Ad

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A Country Christmas – Collateral/Signage

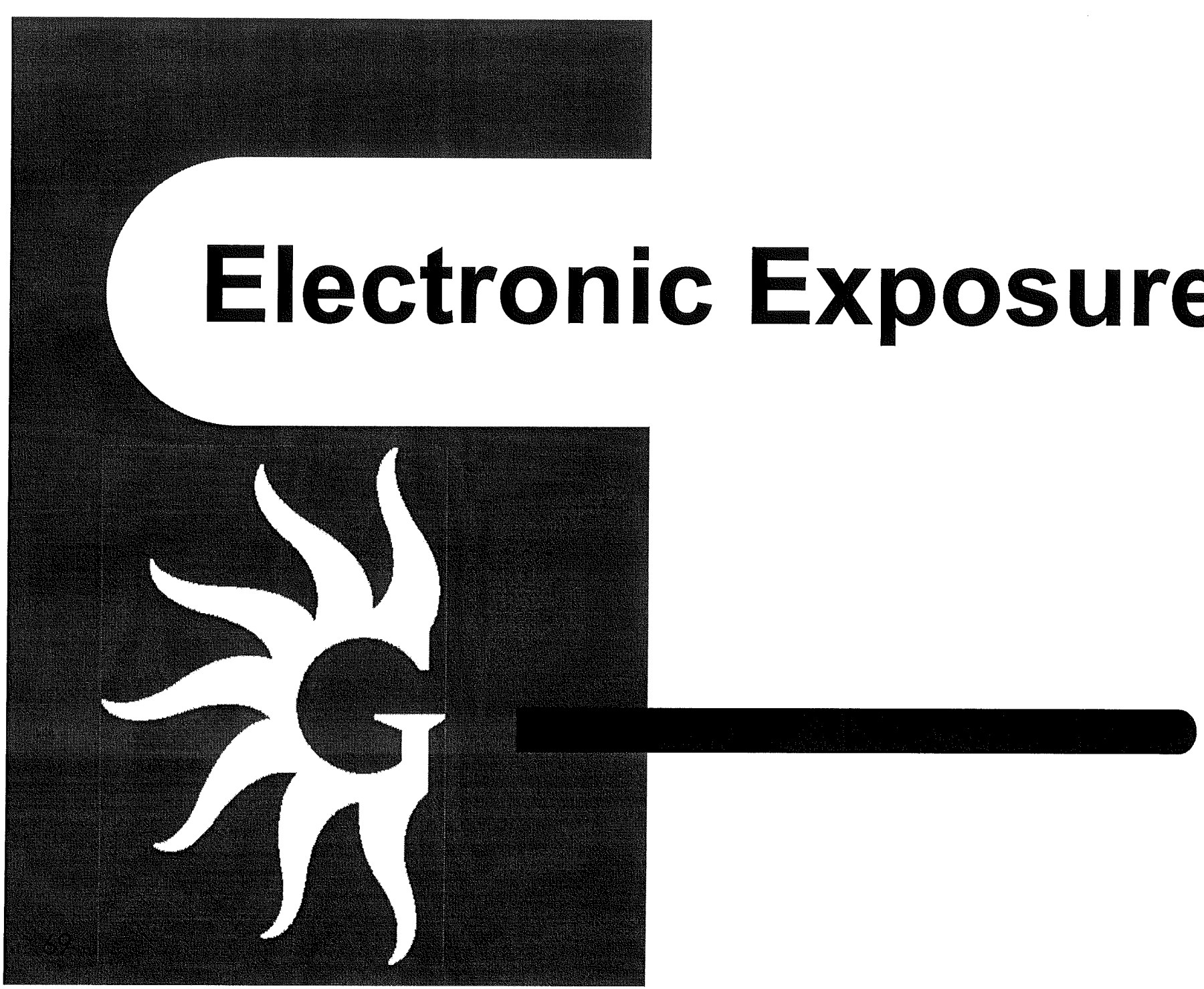


8 Panel Rack Brochure

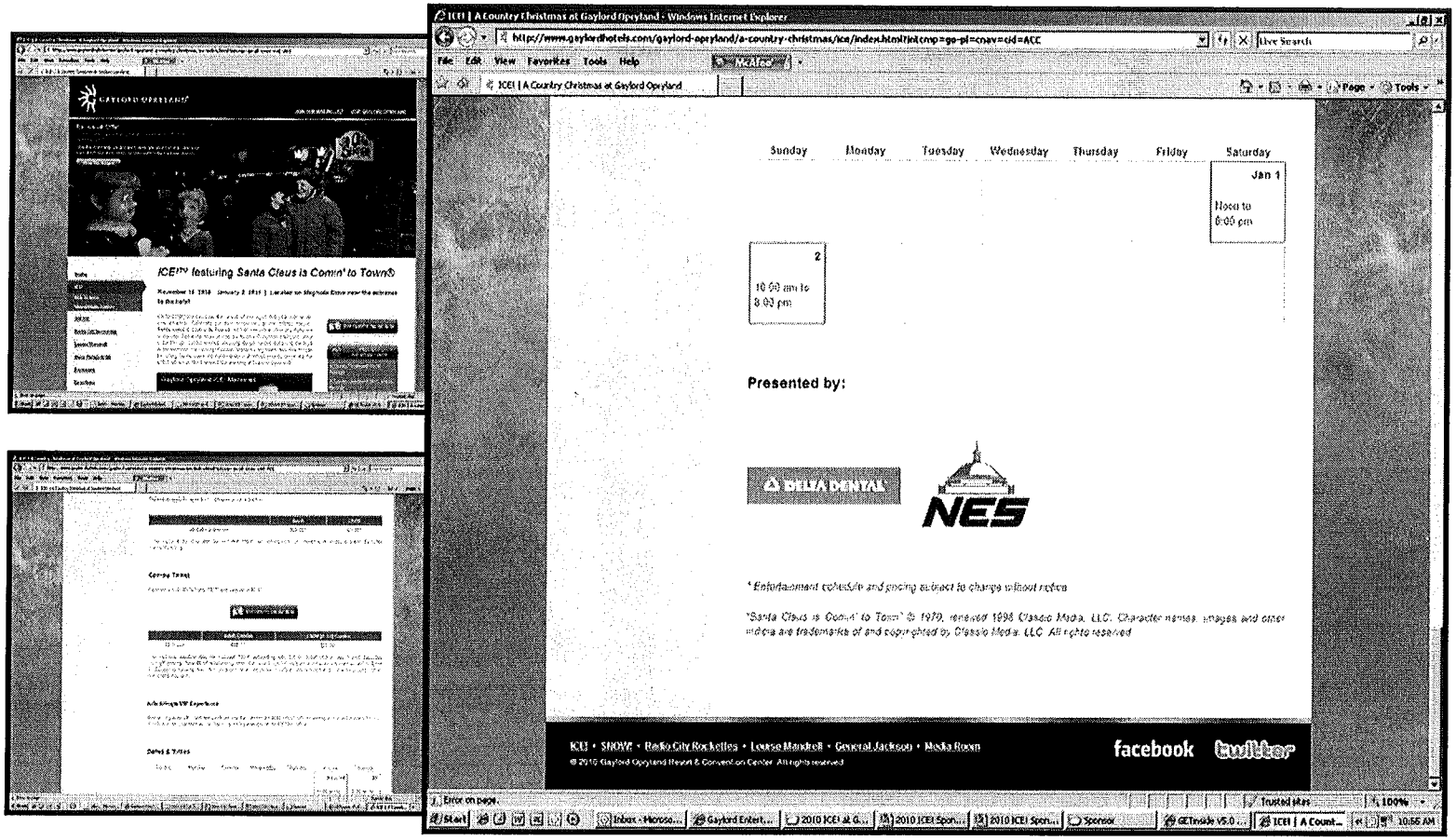
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Electronic Exposure



ICE! at Gaylord Opryland – Electronic Exposure

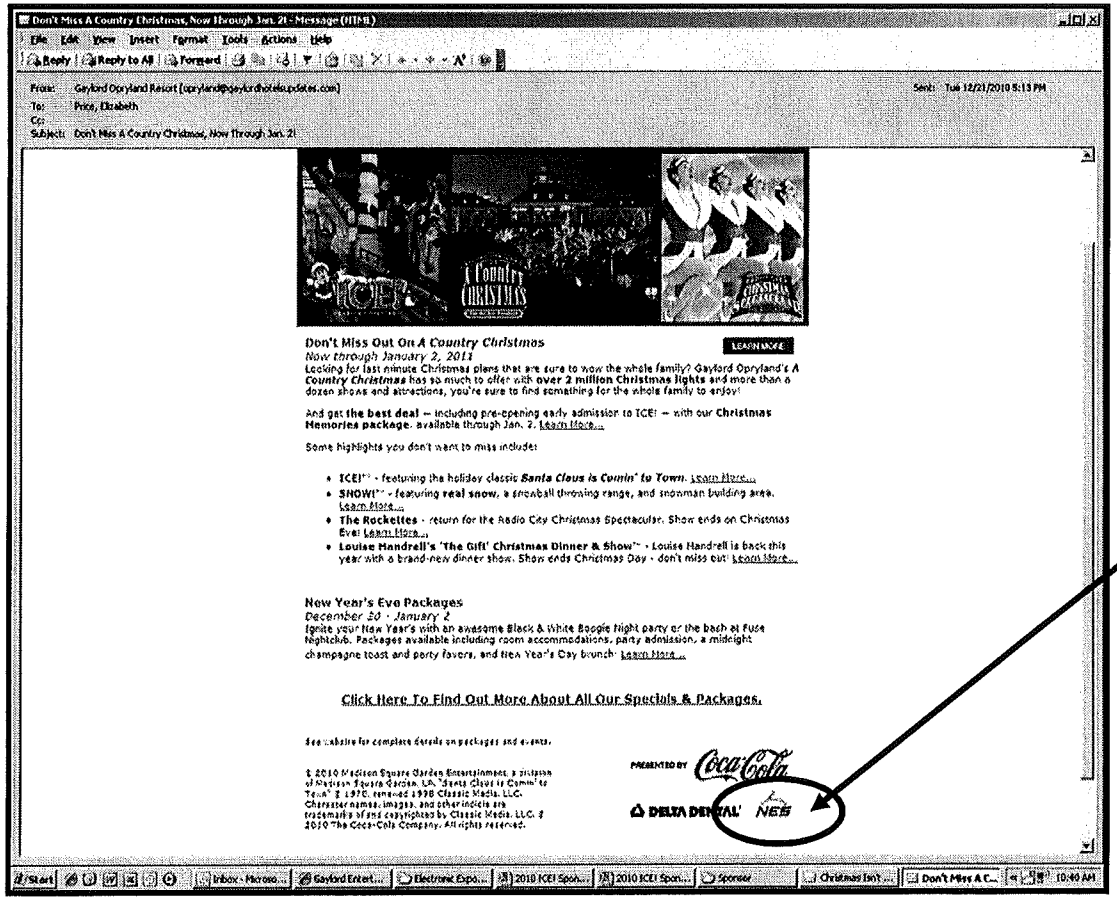


ICE! Event Webpage

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GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Electronic Exposure

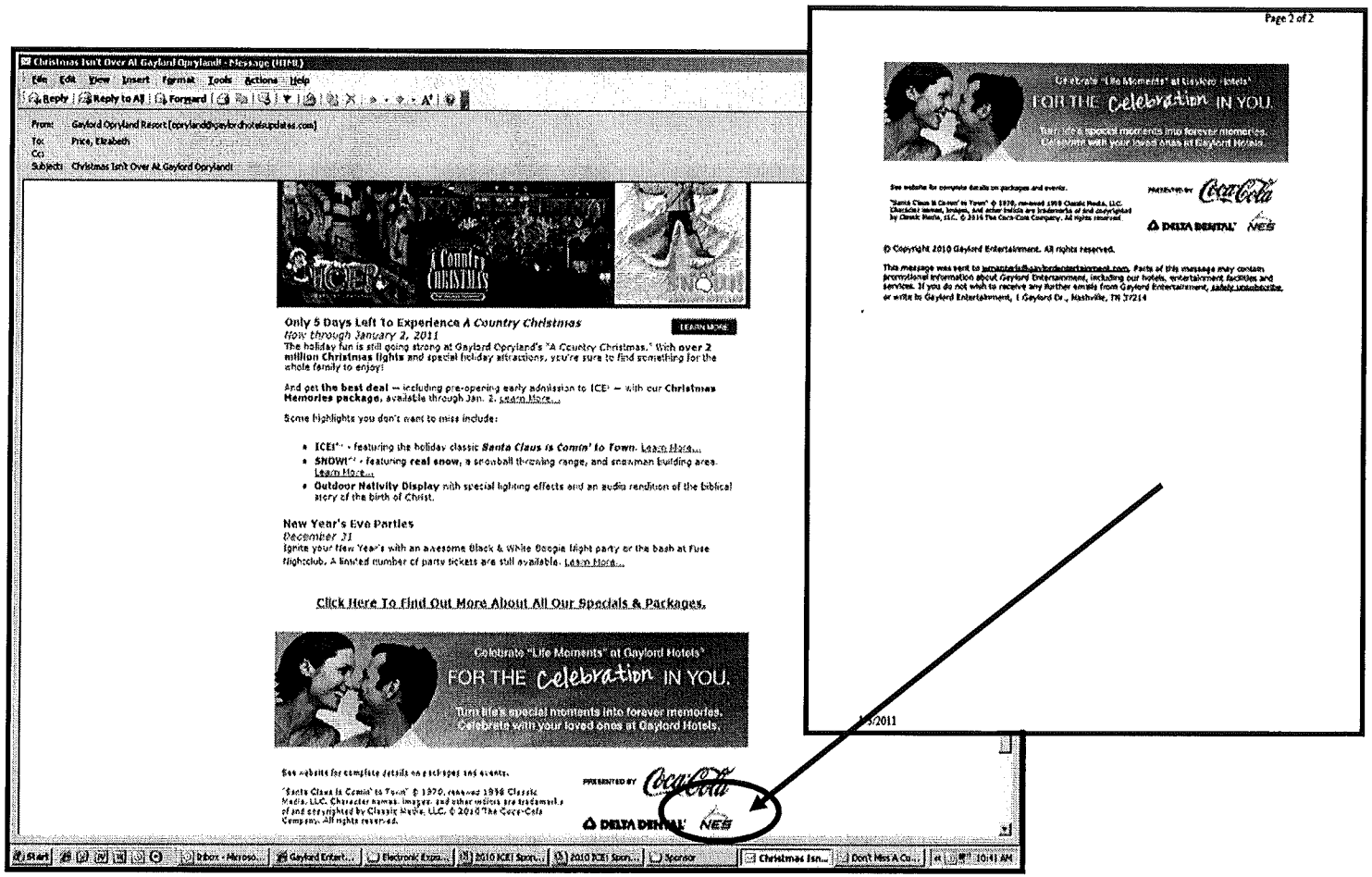


Email Blasts – December 21, 2010

NES

GAYLORD ENTERTAINMENT

ICE! at Gaylord Opryland – Electronic Exposure

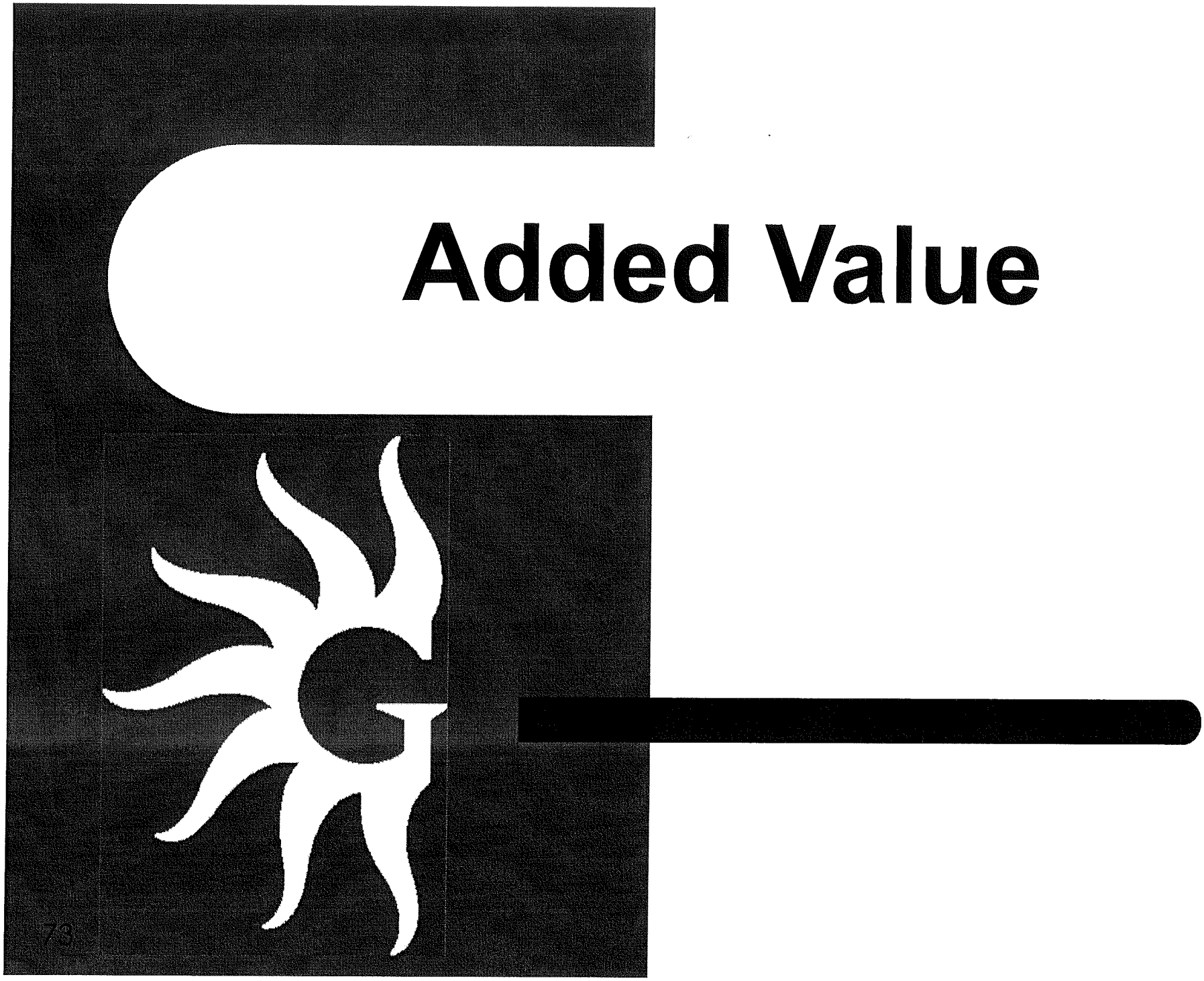


Email Blasts – December 29, 2010

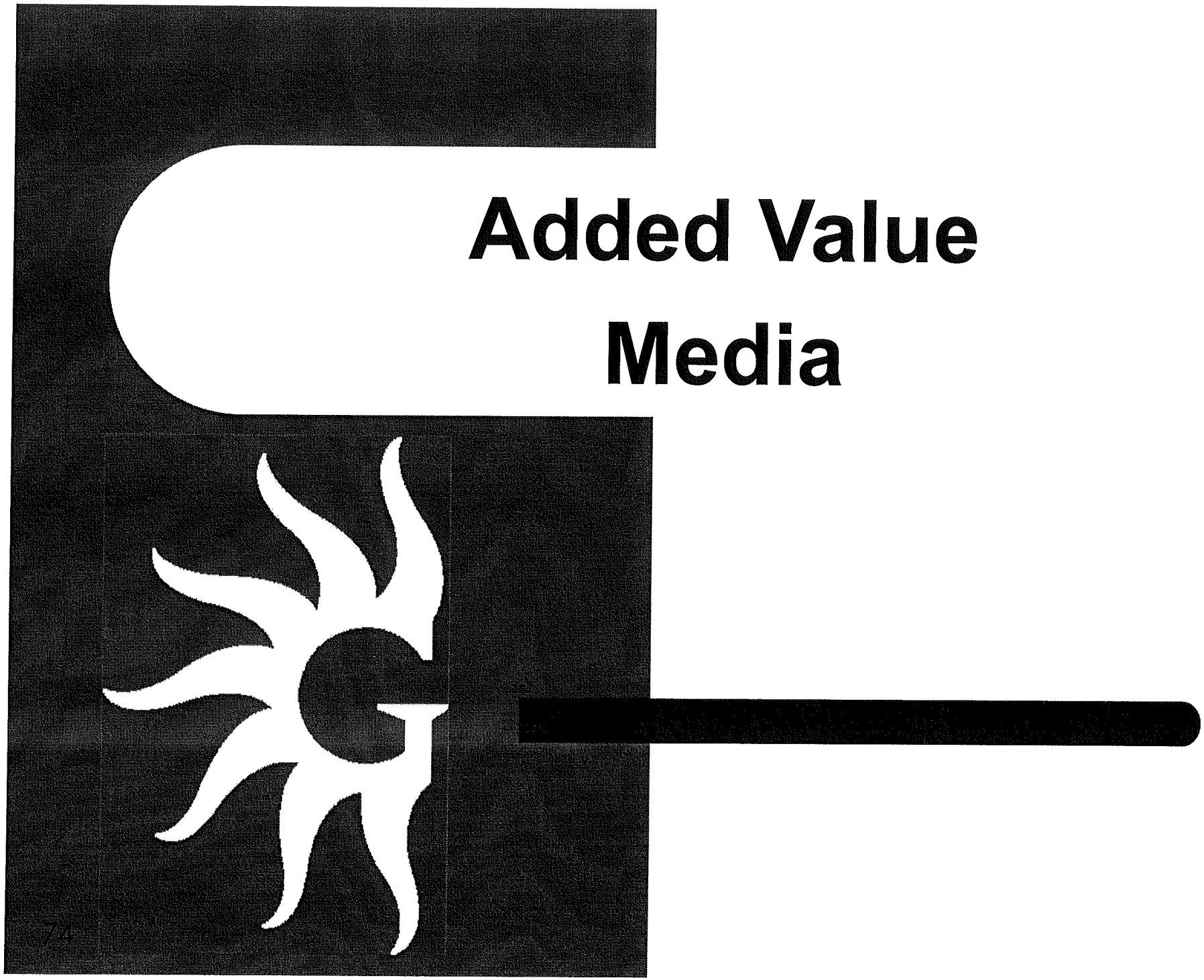
NES

GAYLORD ENTERTAINMENT

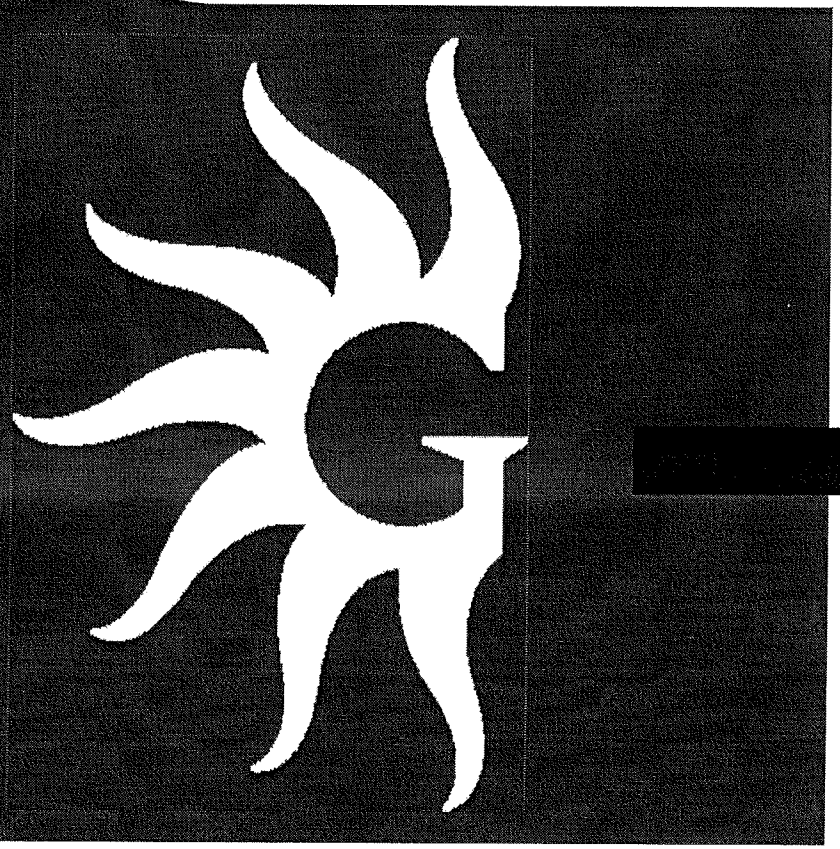
Added Value



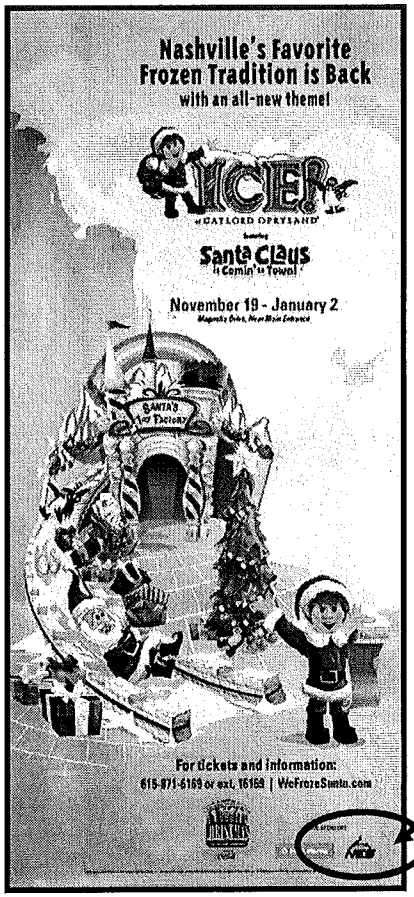
Added Value Media



Added Value Collateral/Signage



ICE! - Added Value – Collateral/Signage



General Jackson Window Cling

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ICE! - Added Value – Collateral/Signage



Poster 22 x 28 – Gaylord Opryland TIS

ICE! - Added Value – Collateral/Signage

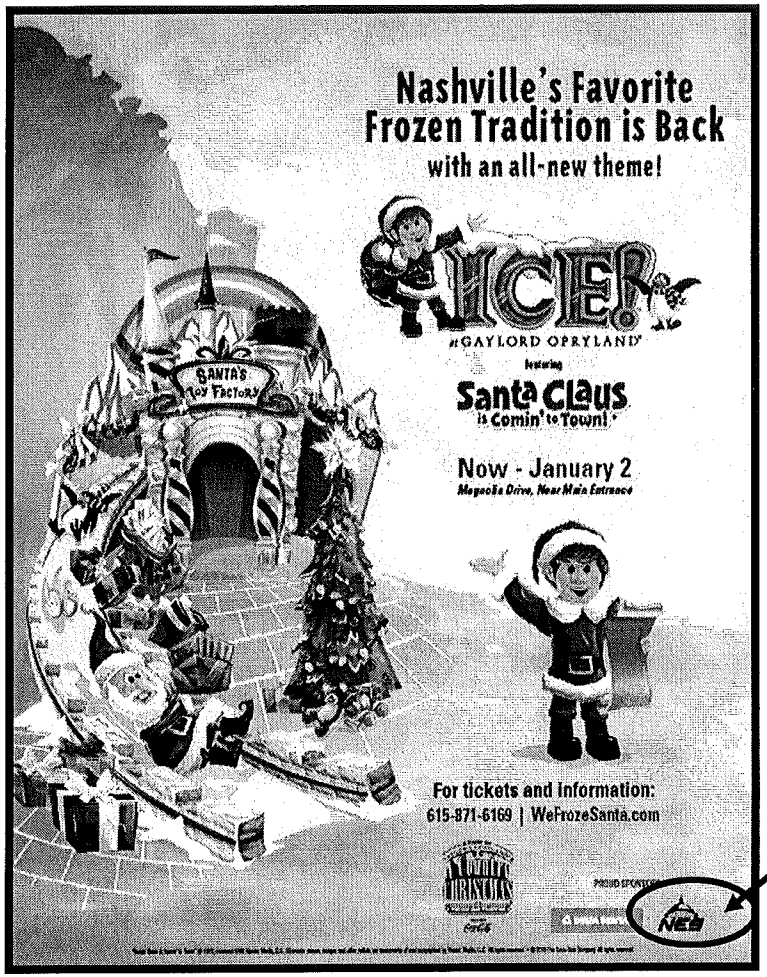


Poster - General Jackson Victorian Theater

NES

GAYLORD ENTERTAINMENT

ICE! - Added Value – Collateral/Signage



Poster 22 x 28 – Opry Plaza

NES

GAYLORD ENTERTAINMENT

ICE! - Added Value – Collateral/Signage



Hall of Trees Program Ad

ICE! - Added Value – Collateral/Signage



Christmas Table Tent

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Hospitality Usage Summary

Hospitality Element	Quantity	Status
ICE! Tickets	90	Distributed to Partner for Use
RCCS Tickets	30	Distributed to Partner for Use
ICE Tickets	30	Distributed to Partner for Use
Dinner Show	25	Distributed to Partner for Use
Room Night	25	Certificates Sent to Partner for Use
Parking Passes	25	Certificates Sent to Partner for Use

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Thank You for another Great Year!

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2011 Lighting Ceremony Sponsorship Recap

Presented to: Teresa Corlew

Recap Objective

- **Recap Objective:**
 - To provide NES a comprehensive business review of the total partnership with Gaylord Entertainment.
 - To provide validation of the program deliverables through inclusion of program element samples.

Executive Summary – Lighting Ceremony

- Term:
 - January 1, 2010- December 31, 2012
- Sponsorship Fee:
 - Trade – sponsorship lease value of transformer – approximately $6,120 per year
- Gaylord Responsibilities: Designate NES as the Presenting Sponsor of the Lighting Ceremony.
 - NES to be included in the following presenting sponsor level marketing/media elements:
 - On-Site Exposure
 - Collateral/Signage
 - Electronic Exposure
 - Tickets & Hospitality
- NES Responsibilities:
 - Provide Gaylord free use of a NES transformer during Gaylord Opryland's "A Country Christmas"

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Lighting Ceremony



Marketing Evaluation Overview

- Using various resources Strategic Alliances has developed a method to provide an overall value assessment of the benefits delivered to a partner in return for their investment.

 - **Tangible Benefits –** refer to the quantitative benefits in a package, both measured and non-measured, such as advertising in a program book, print or broadcast media and sponsor ID on a sign or ticket.

 - **Intangible Benefits –** the qualitative benefits that a sponsorship delivers, such as borrowed imagery, audience loyalty, prestige of property, category exclusivity and degree of sponsor clutter.

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Marketing Evaluation Overview

- The marketing evaluation is divided into two sections:
 - First section includes a summary page including:
 - Total Value of Benefits received from the contractual program
 - Total Value of Benefits received from the “Added Value” assets received over and above the contracted marketing elements Return on Investment for entire program
 - Second section provides the detail of the Benefits received including a listing of all marketing elements and their value. The element categories include:
 - On-Site Exposure
 - Media -TV, Radio, Print, Magazine
 - Collateral/Signage
 - Electronic Exposure
 - Hospitality

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Marketing Evaluation – Summary

- Total Partnership Value

Event	Tangible Value	Intangible Value	Total Hospitality	Total Sponsorship Value
NES "A Country Christmas" Lighting Ceremony Presenting Sponsorship	$3,517	$3,517	$3,450	$10,485
Total Sponsorship Value				$10,485
NES Trade Investment - Lease Value of Transformer	$6,120			
Return on Investment for Sponsorship Program	1.71			

Marketing Evaluation – Detail

Marketing Element	Quantity/Impressions	Description	Sponsor Inclusion	Formula	Value to NES
Onsite Exposure (logo inclusion):					-
Signage on Stage	5,000	Sign on Stage at Lighting Ceremony	Logo	5,000 x 75% x .03	$113
Signage next to stage	5,000	(2) Stand alonge signs in front of stage	Logo	5,000 x 75% x .03	$113
Four Winds Digital Signage	371,266	Digital screens throughout Gaylord Opryland & In-room Channel 19	Logo	371,266 x 25% x .01	$928
Total					$1,153
Collateral/Signage Exposure					
Logo on VIP grand opening night invitation	800	Invitation to VIP Guest List	Logo	800 x .01	$8
3 Panel Brochure	50,000	Distributed at Travel Centers and in package inquiries	Logo	50,000 x .01	$500
22 x 28 Event Posters	371,266	Signs inside hotel	Logo	371,266 x 50% x .01	$1,856
Total					$2,364

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Marketing Evaluation – Detail

Hospitality					
10 tickets to ICE! at Gaylord Opryland	10			10 x $24.00	$240
15 invitations to opening night	30			30 people x $83	$2,490
8 Rounds of Golf, Gaylord Springs Golf Links	8			8 Rounds x $90	$720
Total					$3,450
Tangible Total					$3,517
Intangible Total					$3,517
Hospitality					$3,450
Total Value to NES					$10,485
Grand Total Value of Sponsorship					$10,485

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Program Elements



On-Site Exposure



Lighting Ceremony – On-Site Exposure



On-stage Signage & Recognition Announcement

Lighting Ceremony – On-Site Exposure



Stage Signage

Lighting Ceremony – On-Site Exposure



4-Winds, Opryland Lobby Plasma Screens & In-Room Channel 19

Collateral/Signage

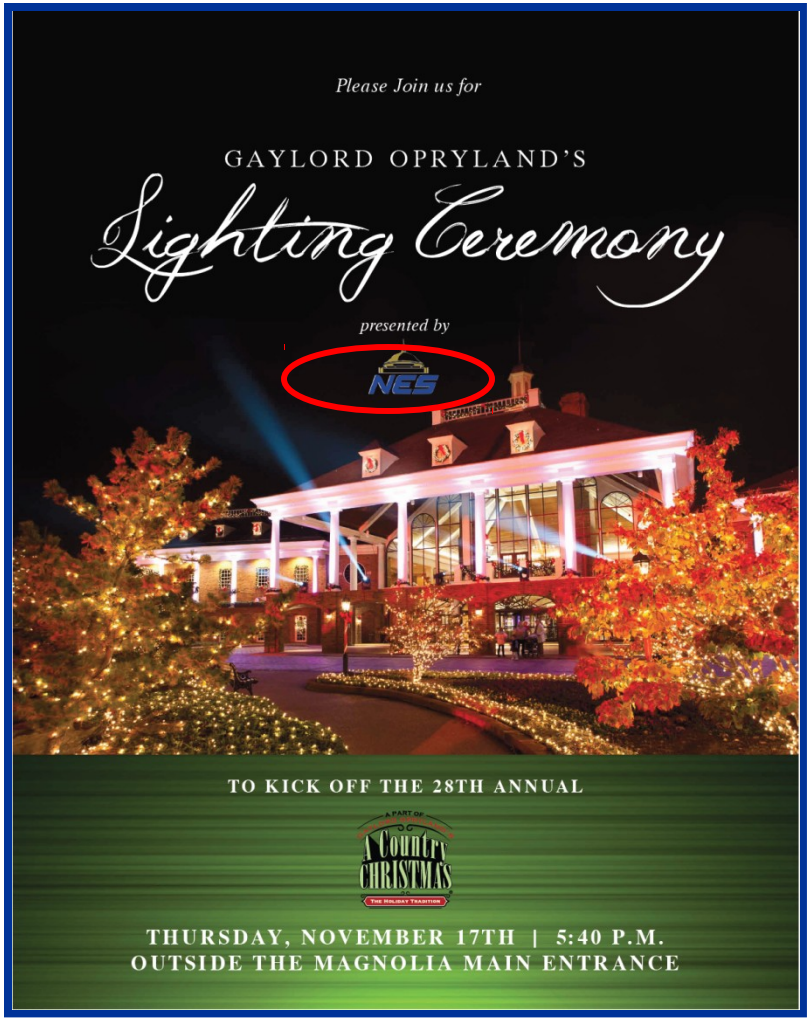


Lighting Ceremony – Collateral/Signage



8 Panel ACC Brochure

Lighting Ceremony – Collateral/Signage



22 x 28 Event Posters

Hospitality Usage Summary

Hospitality Element	Quantity	Status
Tickets to ICE! at Gaylord Opryland	10	Distributed to Partner for Use
Event tickets to opening night - each invite valid for two	15	Distributed to Partner for Use
Rounds of Golf, Gaylord Springs Golf Links	8	Certificates Sent to Partner for Use

Thank You for another Great Year!

NES

GAYLORD ENTERTAINMENT

Contact Information

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